

Mr. Harold A. Beam,
14200 Woodmount,
Detroit, Mich.



WEEKLY BULLETIN

MICHIGAN SOCIETY OF ARCHITECTS

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Vol. 12

DETROIT, MICH., APRIL 5, 1938

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TWENTY-FOURTH ANNUAL CONVENTION DEALS WITH BROADER ASPECTS

KENNETH C. BLACK OF LANSING ELECTED PRESIDENT

The Twenty-Fourth Annual Convention of the Michigan Society of Architects at Battle Creek, March 24, 25, and 26 brought forth forward-looking movements in the interest of Michigan architects to an extent unparalleled in its history. The State-Wide movement fostered by Wm. D. Cuthbert of Ann Arbor for the past two years was undoubtedly the most important.

In line with this spirit key men throughout the state were elected to offices. Kenneth C. Black of Lansing, was elected President.

Other officers elected were Robert B. Frantz of Saginaw, first Vice-President; George F. Diehl, Detroit, Second Vice-President; Lewis J. Sarvis, Battle Creek, third Vice-President; Cornelius L. T. Gabler, Detroit, Secretary; John C. Thornton, Detroit, Treasurer; Talmage C. Hughes, Detroit, Executive Secretary. Directors elected were Roger Allen, Grand Rapids; Clair W. Ditchy, Detroit; Branson V. Gamber, Detroit; Arthur K. Hyde, Detroit; Amedeo Leone, Detroit; Emil Lorch, Ann Arbor; George M. McConkey, Ann Arbor; Andrew R. Morison, Detroit.

The only other time in the Society's history when an architect other than a Detrouer was elected President was in 1920 when the late Clarence Cowles of Saginaw served.

Local Organizations

The proposed changes to the Society's by-laws to provide for local group organizations as prepared by Wm. D. Cuthbert were passed by the convention. This means a really state-wide Society in the form of a little A. I. A., with the local groups instead of chapters. They are to have their own officers and the groups are Divisions of the Michigan Society of Architects. Each Division will have a director on the Board of the parent organization, and a regional meeting will be held at least once a year with each Division.

This answers the question which has so long been heard in many sections that the Michigan Society of Architects is only a Detroit Society. Detroit will have its own local Division which will be only one of the many groups making up the Society. As Cuthbert has stated, and it seems reasonable, this type of organization may be the beginning of the solution of the American Institute of Architects' State Organization Movement, as the Michi-

gan Society of Architects has a state association membership in the Institute. Cuthbert impresses upon the officers of such Divisions the importance of meeting regularly, no matter how small the attendance. He urges them not to suspend meetings, unless it be during the summer months when golf outings might be held.

ARCHITECTS' LUNCHEON

Hotel Norton Cafeteria

Griswold and Jefferson

Every Wednesday, 12:15 P. M.

Clair W. Ditchy, Vice-Chairman of the American Institute of Architects' Committee on State Organizations reported rather fully, stating that there was considerable confusion in the minds of the members of this committee, and that they hesitated to submit any plan until such time as it could be in a rather complete form. Architects, he said, are inclined to be critical with regard to the crossing of Ts and dotting of Is, instead of cutting the cloth to fit. "A bit mixed but you get the idea." At Ken Black's first Board meeting Clair was elected Delegate from the Michigan Society of Architects to The American Institute of Architects' Convention at New Orleans.

Standards of Practice

Branson V. Gamber's proposed Standards of Architectural Practice for the State of Michigan were adopted. This is probably the shortest document on record, considering what it covers. It does include the essentials as a minimum to be expected and will serve as a measuring stick for the Board of Registration as well as for the Society and the public.

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WEDNESDAY—THURSDAY April 6 and 7

Dolores Del Rio — George Sanders
"INTERNATIONAL SETTLEMENT"

FRIDAY—SATURDAY April 8 and 9

The Jones Family in
"BORROWING TROUBLE"
Sat. 11 P. M.

Edward Arnold "Blossoms On Broadway"

SUN.—MON.—TUES. April 10, 11 and 12

Bette Davis — Leslie Howard
"IT'S LOVE I'M AFTER"

FOX THEATRE

Held Over For A Second Week
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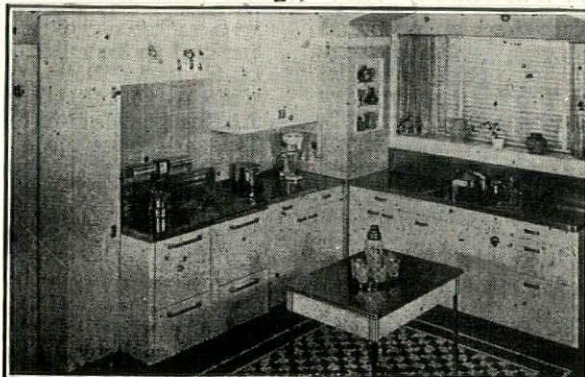
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Detroit, Michigan

BULLETIN BOARD

MICHIGAN ENGINEERS' SOCIETY CONVENTION

As announced in the last issue of the Weekly Bulletin, this Convention is filled with many interesting programs and competent speakers. All architects are invited.

There are many good reasons why we should join our friends, the Engineers, in making this a successful convention. They have been most helpful in promoting the interests of the Architect, including our new Registration Act.

Our good friend, Louis Kingscott, President of the Michigan Engineers Society, who is a registered Architect as well as a registered Engineer, has reminded us that a thorough discussion of the new Registration Act will be held on Saturday afternoon, April 9th. Kingscott is a member of the Board of Examiners for Architects and Engineers.

Professor Henry C. Anderson of the University of Michigan, who is Chairman of the Registration Board, will lead the discussion.

PORTLAND CEMENT LECTURES

As announced in a previous issue of the Bulletin, a course of six lectures on "Moment Distribution Applied to Concrete Building and Bridge Frames" will be given during the months of April and May for Structural Engineers and Architects by Professor James H. Chissel of the University of Michigan. The lectures will take place in the Physics Building, facing Livernois Avenue, of the University of Detroit, from 8 p. m. to 10 p. m. on six consecutive Fridays, beginning April 1st.

This series, supplanting one offered last year, deals with problems in design of concrete structures on which subject the speaker is well qualified.

All Architects and others interested are invited to attend.

NEW ORLEANS CONVENTION

The 70th Annual Convention of the A. I. A. at New Orleans, April 19-22, will be attended by a representative group of delegates and members from the Detroit Chapter. It is hoped that the Grand Rapids Chapter will also be well represented. Headquarters will be at the Roosevelt Hotel.

Train fare from Detroit is \$53.15 for round trip, plus \$8.00 Pullman fare each way. If as many as ten tickets can be sold a special air conditioned car will be carried from Detroit to New Orleans without change. Otherwise it would be necessary to change trains, either in Cincinnati or Chattanooga.

The Institute urges delegates and members to arrive in New Orleans in time to register Monday evening, April 18th, or very early Tuesday morning, April 19th. One connection is as follows: Lv. Detroit, M. C. Station at 11:45 a. m. Ar. Cincinnati, 5:55 p. m. Lv. Cincinnati, 7:20 p. m. Ar. New Orleans, 5:30 p. m.

Another is as follows: Lv. Detroit, M. C., 11:55 p. m. Ar. Chattanooga, 4:00 p. m. Lv. Chattanooga, 4:45 p. m. Ar. New Orleans, 7:00 a. m.

Some pre-convention meetings will be held on Monday, April 18. The Convention proper opens Tuesday morning, April 19. Bob Frantz and Jim Spence of Saginaw are considering flying down.

T. C. Hughes, secretary of the Detroit Chapter, would like to receive information as to how many expect to attend this Convention April 19-22, and how they intend to travel.

AVAILABLE—Stenographer, young girl with limited experience, willing to work for small salary to gain experience—Weekly Bulletin.

GOUCHER COLLEGE BALTIMORE, MARYLAND

Goucher College announces a competition for the purpose of selecting an architect to prepare a General Development Plan for its land near Towson, Baltimore County, Maryland, and to design one principal building.

The College will choose, in the near future, a limited number of architects to whom it will extend invitations to make submissions.

The competition will be conducted in accordance with the rules of the American Institute of Architects. The College has constituted an Advisory Board of Architects consisting of three architects, Edward L. Palmer, Jr. (chairman), Richmond H. Shreve, and James R. Edmunds, Jr. This Advisory Board will act as Professional Adviser in the conduct of the competition.

Architects who may wish to submit designs in this competition can obtain full information relative to the competition from

THE ADVISORY BOARD OF ARCHITECTS
GOUCHER COLLEGE
ST. PAUL AND 23rd STREETS
BALTIMORE, MARYLAND

Those desiring information are asked to make their requests promptly, in order to expedite the selection by the College of the architects who will be invited to make submissions.

Edward L. Palmer, Jr., Chairman
March 15, 1938 Advisory Board of Architects

REGIONAL MEETING

In the Society's new by-laws for local affiliated groups, it is intended to have at least one regional meeting in each locality at least once a year.

The meeting in Detroit on April 6th which is to be held jointly with the Detroit Chapter, A. I. A. would be a proper beginning for this new order. As the announcement elsewhere in this issue indicates, this is a most important meeting which should be of interest to every Architect in the State.

ARCHITECTS' LUNCHEON

Don't miss these weekly meetings. Wednesday this week will be "PRODUCERS DAY." They will have charge of the program and proceed to "put the Architects where they belong," as Professor Lorch said at the Convention.

WANTED—Address of Raymond Carey, Architect, formerly of Detroit. Mr. Nels Johnson, Real Estate Dep't., Guardian Depositors Corp. RA. 5800.

CHAPTER PRE-CONVENTION MEETING

Wednesday, April 6, 1938,

Dinner at 6:30 P.M., Program 8:00 P.M.

INTERCOLLEGIATE ALUMNI CLUB, IN
WHICH THE MICHIGAN SOCIETY OF
ARCHITECTS WILL JOIN

All Architects Invited

Chapter Directors Will Meet at 5:00 P. M.
Speaker, Mr. John C. Boelenbacher, archi-
tectural consultant, Federal Housing
Administration.

DETROIT CHAPTER ELECTS DELEGATES TO THE AMERICAN INSTITUTE OF ARCHITECTS' CONVENTION

At a dinner meeting of the Detroit Chapter, The American Institute of Architects, held March 17th at the Intercollegiate Alumni Club, Clair W. Ditchy, Branson V. Gamber, Alvin E. Harley, and Emil Lorch were elected delegates to the Seventieth Annual Convention of The American Institute of Architects, to be held in New Orleans April 19 to 22 inclusive. Richard P. Raseman and Talmage C. Hughes, President and Secretary of the Chapter will also attend as delegates.

Those in attendance were Messrs. Harley, Dise, Herman, Bennett, Stirton, Ditchy, Gabler, Morison, Sukert, Kimball, Raseman, Lorch, Stratton, Burrows, Sorenson, Zisler, Eisen, Hughes and Pettibone.

The delegates will meet as a pre-convention committee and formulate plans for action on the many items of interest and they are to report back to the Chapter meeting April 6, in order that they may go to convention instructed by their organizations.

President Raseman presented the proposed new by-laws for the Chapter prepared by Mr. Aloys F. Herman, chairman; Clair W. Ditchy, and Adolph Eisen. The membership approved the document which will be sent to the Institute Board in Washington for final approval and then printed.

A most interesting feature of the program was the presentation by President Raseman of a colored motion picture which he had taken around Cranbrook over the past three years, as his own private venture. It depicts activities about the Academy and has to do with the history of its architecture, sculpture, painting, and weaving. Mr. Raseman is a member of the amateur motion picture group of which Mr. Stephen F. Voorhees is president. The early part of this picture includes a roll of colored film which was the first to come to Detroit. The work of Carl Milles, sculptor, was featured throughout the picture. It showed also the development of the city plan for Flint, Michigan and the re-planning of Fort Dodge, Iowa. The latter included a railroad station designed by Edgar R. Kimball, a member of the Detroit Chapter. There were studies in connection with the plan of Chicago and Environs. We saw the evolution of the statue of "Christ the Carpenter," as it was developed before our eyes by a young Catholic Priest, studying under Mr. Milles in order that he might contribute something to the sculpture of Catholic churches. The process of plaster molds and bronze casting were revealed.

Francis Rich was seen working on the figure for Arlington Cemetery to be dedicated to war time nurses. Zolton Sepesi, painter was also seen before the camera, as was David Friedenthal, a third year student at the Academy. In weaving and textiles, students and professionals were shown at work, and the execution of a 12½ by 32 ft. rug under Mrs. Saarinen's special department. One of Mr. Milles' pieces included a Peace Memorial for St. Paul, Minn., which is 36 feet in height, the Orpheus Fountain at Stockholm and others. The beautiful grounds and buildings around Cranbrook School for Boys and Kingswood School for Girls were very much enhanced by the excellent color photography. There was a glimpse of Cranbrook Institute of Science which is to be officially opened in May, and President Raseman expressed the hope that the Chapter might meet there in June. The picture included Christ Church at Cranbrook and some informal shots of Mr. and Mrs. George Booth and Mr. and Mrs. Saarinen. Mr. Booth is an honorary member of the Institute and the Detroit Chapter.

The picture, which takes 42 minutes, is to be shown in Terre Haute, Ind.; St. Louis, Missouri; and perhaps in Memphis, Tenn. It was afterwards suggested that it should be shown at the coming In-

stitute Convention. However, as the schedule is perhaps by this time rather completely worked out, another suggestion was made that the Detroit Chapter endeavor to bring the Institute Convention here in the near future, and to feature this film at that time.

ARCHITECTS' SMALL HOMES ASSOCIATION OF MICHIGAN

This organization, which has Federal Government Endorsement, has been briefly discussed in the bulletin and at the recent Convention. Plans are rapidly nearing completion for early operation.

The group is composed of Architects who are interested in small house work and invitations are extended to members of the Michigan Society of Architects and the Detroit Chapter of The American Institute of Architects to join. All that is necessary is to notify Mr. J. MacDonald Jacob, Secretary, 5737 Second Blv'd, Trinity 2-2113. The name of the organization is Architects' Small Homes Association of Michigan, better known as Architects' SHAM.

The Folio includes a number of sketches for small houses. The writer has entered several designated as "The Oopsie," "The Topsyie," "The Daisy," etc. This plan was discussed with the local organizations throughout Michigan and it is expected that many of them will adapt it to suit their localities.

ADVERTISING WELL DIRECTED

The text-make-up of architectural magazines in these days is considerably colored by the advertising content. This is, in a certain manner of speaking, and if it proves efficacious, a logical and sensible arrangement.

But there is considerable doubt as to whether it is efficacious.

The architect takes his magazine for relaxation along the lines of his chosen profession. The psychology of advertisement is to bring up the message when the audience is thus relaxed and his mind is open and receptive, as in radio programs or fiction magazines.

It is our contention that the greater the reader-interest in the text of the magazine, the more effective is the advertising in connection therewith.

It is a paradox but it is none the less true that the less reference in the body of the magazine to the products advertised, the more efficacious the advertising on the same basis that you can, sell more goods in a house-to-house campaign if you don't put your foot in the door.

It is not that an architect minds being told about bricks and paint and steel sash. They are the tools of his profession and the elements with which he works. But they represent responsibility and the struggle and burden of the day.

He is looking for something gentler. He is looking for the record of architectural accomplishment and the prospect of things yet to be accomplished. The inspirations of other architects are uplift to him and later become part of his own inspiration.

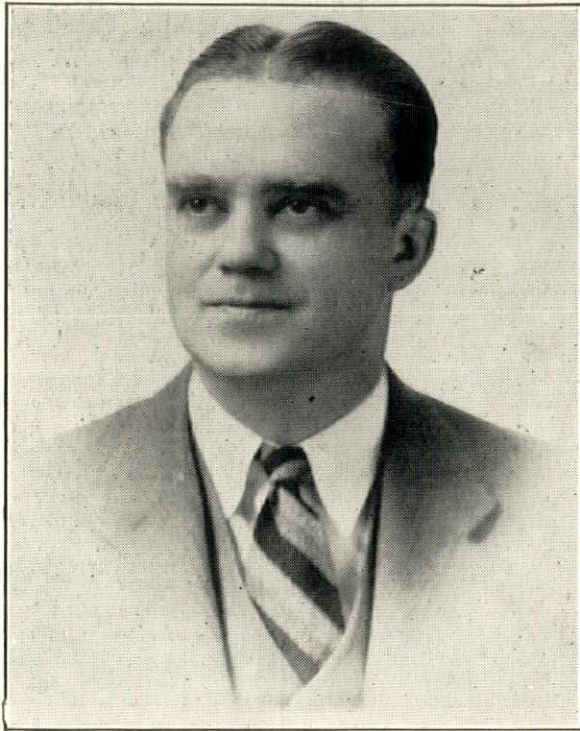
If he finds such matters of interest, he picks up the magazine again and again and all things mentioned therein, advertising and non-advertising, impinge upon his consciousness.

Whereas if he finds no such interest and the text and pictures drag him back rather to the hard responsibilities of the day, he is apt to put the magazine down and not again pick it up. — The Federal Architect.

CHANGE OF ADDRESS

The W. J. Phillips Company have moved their main office to 1165 W. Warren Ave., Detroit.

OUR NEW PRESIDENT



KENNETH C. BLACK

of Lansing
Governor of Michigan Architects

He is good looking, a good fellow, a good speaker, and is bound to be a good president. He expressed surprise at his election and claimed it was not legal, since the ballot showed his middle initial as L instead of C.

He belied his own words when he said he felt like a babe in the woods, and then conducted like a veteran. We bespeak for him the full support of all Lansing architects, and this is sound as he hopes to inspire officers of every Division to obtain similar results. During the convention he called a breakfast meeting of the Board of Directors at which it was evident that he intends to do a thorough-going job. This is understandable as you read further.

Our President's Message

I wish to begin by paying tribute to the fine work which has been done during the past year by our retiring President Mr. Andrew R. Morison, his officers and Board, and to assure every member of the Society that your new officers and directors propose to carry on the work in such a way as to take full advantage of every constructive action the outgoing administration has taken.

As you all know, we now have a new Architects' Registration Law in Michigan. Perhaps the major problem before us now is that of assisting the State Board of Registration in making this law effective. It is a law which if properly administered will do much to raise the status of the profession in the eyes of the public and in doing so will vitally and directly effect the practice of every legally established practitioner in Michigan. To assist the Registration Board in its work it is essential that the registered architects in Michigan, without exception, present a united front.

To this end we propose to continue to build up local group organizations until every practicing architect in Michigan is an active member of some group, and it is only through such close association

that we can secure prompt action to proposals which legislatively or otherwise affect our profession.

Mr. Wm. D. Cuthbert, of Ann Arbor, deserves great credit for the work he has done in this connection and we feel certain that we may expect a continuance of his efforts.

Your new officers bespeak your earnest cooperation in all the objectives of the Society.

KENNETH C. BLACK
President.

Biography

Kenneth C. Black was born at Cedar Springs, Michigan, December 23, 1901. He was graduated from the Lansing High School in 1920, and from the University of Michigan, College of Architecture, in 1925.

He is a member of Alpha Rho Chi and Tau Sigma Delta fraternities and was President of both Ann Arbor Chapters in 1925.

He was winner of the George G. Booth Traveling Fellowship in Architecture in 1925 and spent the following year in foreign travel and study including four months at the American Academy in Rome.

His early experience was received as a designer in the office of James Gamble Rogers, architect in New York City from 1926 to 1930, following which he entered private practice in Lansing with his father, Lee Black, which connection is maintained at the present time.

He is secretary of the Jackson-Lansing Society of Architects, a Division of the Michigan Society of Architects. He was elected President of the

MONTGOMERY PRESIDENT

C. H. MONTGOMERY ARCHITECT



March 26 1938

Birthday
Dec 23, 1901

Kenneth C. Black,
Lansing, Michigan -



1717 W. Senawee St.
Home Sweet Home

805 Capitol Savings
& Loan Bldg.
Where work (?) is
done when necessary!

What goes on anywhere else is nobody's business!

Pres. M.S.A. - 1938

TOUR BEAUTIFUL MICHIGAN - THOUSANDS OF MILES OF PAVED ROADS - CHARMING LAKES - MODERN HOTELS

Ken Black's Contribution to Frank Wright's Book
"Birthdays of Famous Architects"

Michigan Society of Architects at their Twenty-Fourth Annual Convention in Battle Creek on March 25, 1938.

His other affiliations include: President, Lansing Junior Chamber of Commerce, 1933-34. Director, Michigan State Junior Chamber of Commerce, 1934-1936.

Chairman, City and County Beautification Committee of the United States Junior Chamber of Commerce, 1935-36. Secretary, Lansing City Plan Commission, 1931 to the present time.

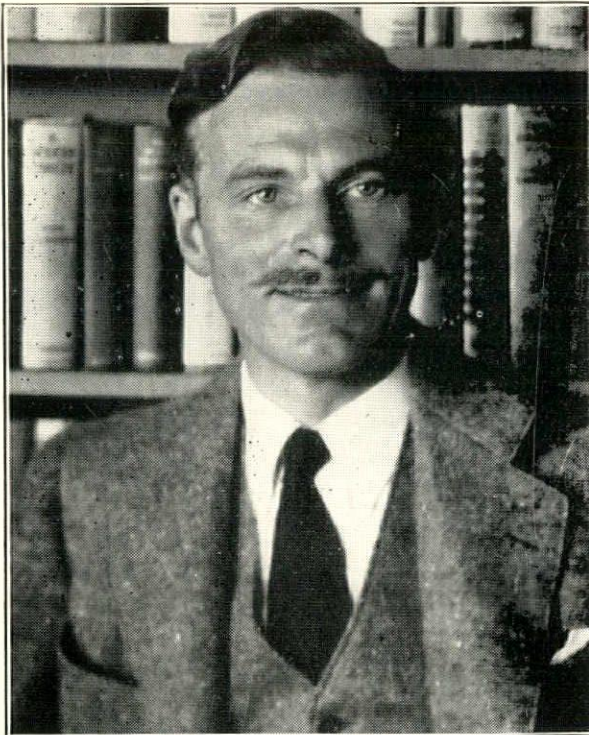
He is at present a member of the Lansing Board of Parks and Cemetery Commission, Director of the Greater Lansing Visiting Nurses Association, Member of the Country Club of Lansing and Lansing Lodge, No. 196, B. P. O. Elks

TWENTY- FOURTH ANNUAL CONVENTION DEALS WITH BROADER ASPECTS TWENTY- FOURTH ANNUAL CONVEN-

(Continued from Page 1)

Architects' Small Homes Association of Michigan

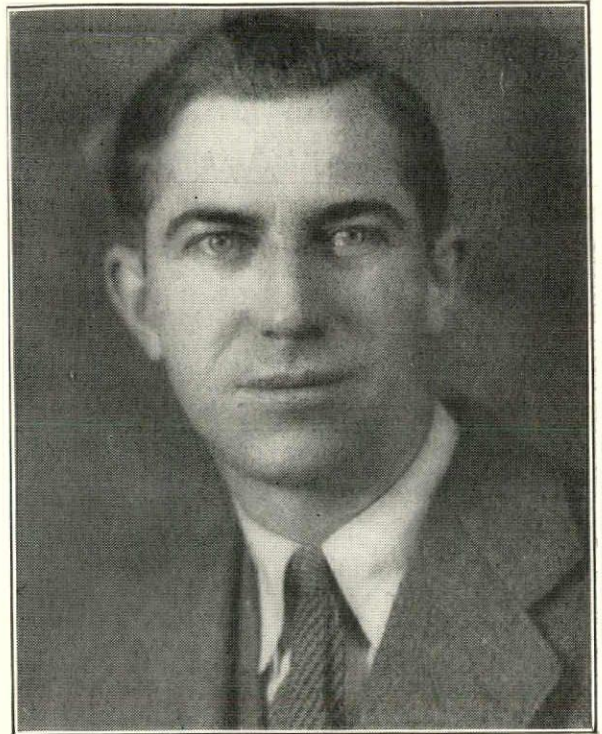
Clair W. Ditchy, Chairman of the Detroit Small Homes group, outlined the plan rather completely, and stressed the fact that all architects interested are invited to join. Considerable information on this subject is contained in Ditchy's report in the Convention Number of the Weekly Bulletin and those articles immediately following. The Convention ap-



ROBERT B. FRANTZ

1st Vice President

proved in principal the plan, as so far developed in Detroit, and other groups throughout the State were invited to join in the movement and adapt it to their local conditions. Mr. Arthur Hooker, of Muskegon, outlined a "True or False" questionnaire which has been started in the Muskegon Chronicle, with prizes consisting of tickets to their Build-



LEWIS J. SARVIS

2nd Vice President

ers' Show. Sample questions, "Is it true or false that a kitchen arrangement should be left until the house is nearing completion?" "Is it true or false that a greater percentage of heat would be saved by insulating the ceiling of a two-story house, than by insulating the ceiling of a one-story house?" They have been able to raise a considerable sum of money before the plan was completely worked out. This money is to be used for more substantial prizes at the show, in a written contest intended to get a prospective home builder to set down all of the factors covering his requirements, and then endeavor to solve his own problem. The logic of this is obvious, as when the contender takes it seriously he will undoubtedly arrive at the conclusion that he needs an architect.

Proposal for a Paid Executive

On this subject a most lively and spirited discussion was held. There were no dissenting opinions as to the need for such a service. There was considerable question as to the method of financing it, but it was pointed out that the proposal did not mention any definite plan. There was some question as to whether or not the proposal could be interpreted as a mandate to the Board to proceed with such an undertaking. It was decided that it was not, but rather a recommendation from the convention for the Board to study the possibilities. With the addition of an amendment requiring the Board to report back to a special or regular meeting of the Society, the proposal was adopted.

State Building Department

Mr. Walter F. Garstecki, architect of the State Building Department, outlined the activities of that office. He stated that once there were 500 employees and the department did its own building. It is now under the State Administrative Department and architectural as well as construction work is being done by private concerns.

State Building Laws

Considerable confusion seems to have resulted from Act 227, which provides for firesafe school construction. This act makes the architect responsible for designing school buildings more than one story in height in a fire safe manner, and penalty for violation is revocation of license and a jail sentence.

This Act calls for three-quarter inch fireproofing on all steel members and the discussion brought out the statement that the Attorney General's office had ruled that this applied to steel sash. Mr. Morison spoke in defense of the Act and stated that it was the first time that the Legislature of Michigan had recognized the fact that architects are experts, and had left the decision as to how to accomplish a purpose in their hands. He expressed the belief that if a joint committee of architects and engineers representing state organizations prepared their interpretation and presented it to the Attorney General that it would be accepted as the law. Steps were immediately taken to form such a joint committee.

Registration

Friday afternoon Emil Lorch briefly reviewed the history of architectural registration here and elsewhere, pointing out that we have powerful opposition. Messrs. Kingscott and Morison also emphasized this and added considerable to our information on this subject.



GEORGE F. DIEHL

3rd Vice President

Weekly Bulletin

As to the effect upon our publication of the State-wide movement, it is expected that each Division will appoint a member to the Publications Committee who will become an associate editor, so that news of every Division may be published in the Bulletin for the benefit of all Divisions. This may result in such a section as is now carried in the Octagon entitled "With the Chapters." A list of



WILLIAM D. CUTHBERT

He was responsible for the Local Group Organizations

officers and members of each group will be published in a future issue of the Bulletin and it is hoped that photographs and information about officers and members will be pooled with the Bulletin for publicity purposes. We wish to thank all those who have so ably supported the Bulletin and to urge that every Division help to make the Bulletin its own publication and truly state-wide.

The Banquet

Roger Allen as toastmaster tightened up his loose talk and gave us some more of the spirit characteristic of the Allen Era of Good Will. Allen had been preparing an architectural cinema which he said dealt with the question of whether or not the architect was just a passing fancy or if he would eventually replace the horse. He said this might be possible except in the case of Mrs. Horse. He predicted a good year, but stated that he had been doing so for so long that he was bound to be right eventually.

This literary work which he modestly called tremendous, colossal in a small way, has for its hero Cadwallader Gunch, nineteen years old, studying to be a licensed architect and a licensed embalmer, the latter in order that if a client dropped dead in his office it would not be a total loss. This he said generally happens if one mentions a fee of over \$6.00. Cadwallader is played by Wallace Beery.

Delauries Denwittie, the heroine, is played by the three Rich brothers, in technicolor. Her grandmother is played by Shirley Temple.

Delauries lives in a subdivision where the houses are built without architectural services. You know the type, repulsive but quaint. They all look alike, and the husband gets in the wrong house, but that does not make any difference because the wives all look alike too. Allen considered this an original thought. The hero raises skunks for the market and the surplus he gives to his friends to remember

him by. He intends to send one to his friend Hitler but in answer to the question of the objectionable smell he said that the skunk would have to get used to that. Allen would send his scenario to Hollywood, but he said that he supposed they would gag it up with a lot of cheap jokes.

The toastmaster introduced Clair W. Ditchy as a Regional Director of The American Institute of Architects, stating that he had been elected by six or seven states in the Great Lakes District. Ditchy had undertaken to secure a speaker for this event, but his efforts having failed he agreed to speak himself. No one individual, Ditchy said, could accomplish the things needed most in the building industry today, because it requires the cooperation of the entire building industry. Other elements are willing he said and urged his fellow architects to join in doing their part.

Then Ditchy did a most surprising thing. He delivered the most outstanding speech in architectural circles for years. This was surprising, not because he was thought to be incapable of such a thing, but because we were not prepared to hear anyone utter such truths as he did. In contrast to the cut and dried speech applicable to any section at any time, it came right from the heart and went to the heart of every one who heard him, and perhaps no other single individual was more qualified or able to deliver it.

It is no wonder that he consistently polls the highest vote. It is hoped to publish more of his talk in a later issue of the Bulletin.

Mr. Ralph A. MacMullen, Secretary of the General Builders' Association of Detroit, and Mr. Frank O'Neil President, and Paul Marshall, member of the Producers' Council Club of Michigan added to what Ditchy had said and pledged even greater support. (as if such could be possible).

Allen concluded the meeting by stating that with all its heartaches it is still the greatest industry in the world.

Saturday Luncheon

George J. Haas opened the meeting by making a rather touching presentation speech in recognition of the work done by the officers of the Society during the past year. He then had brought into the dining room the large cartoons of the officers which were used at their annual ball in Detroit, saying that he decided to solve the transportation problem, and have each one take care of his own. Andy Morison responded by saying that the Society had come through in its usual big way, to show its appreciation. Haas said that it was difficult to secure the right kind of speaker and so the best he could do was a contractor. In making the arrangements he said he asked the contractor why it was that when a picture of a building was published it always credited the contractor and seldom the architect. The reply was, "Any body who can figure out the puzzles you fellows draw should get the credit."

We first heard a few words from the speaker's son, Joe Walbridge, student at Michigan State College, who related in a most interesting manner the fight some time ago on the MSC campus between students and a group of UAW strikers.

In introducing the speaker Haas stated that George Walbridge was one who had never failed us, but had always been a most staunch supporter of the architects. Walbridge said that George Haas had been promoted from an architect to a contractor as he is now with Stran-Steel Division. The speaker asked the question as to what the architects were going to do about their market. He sees our problem largely as one of merchandising. He condemned the practice of architect, general contractor, and sub-contractor, cutting down prices until they eliminated the element of profit, stating

that anyone who did so was a party to creating a depression.

Side Issues

The Schlitz Club across the street. The luncheon at Battle Creek Sanatorium (the nuts). Doctor Ros-singer, Real Estate Editor of The Detroit News in attendance. The mayor's reference to those in attendance as big shots of the profession, perhaps because they were seated in swivel chairs. Comfortable chairs in themselves are novelties at a convention, saying nothing of swivel chairs. Ditchy says it was the influence of Camp Custer. Ditchy is a deep thinker. George R. Page, architect, who is the best friend anyone could have, and one of the oldest of friends of the writer. Bill Puddington of Battle Creek, our old army buddy. The million dollar Post collection of paintings, one of which was covered by a cartoon of George Haas. President Morison on the radio Friday evening. Our good friends the producers, who have helped to put the architects in a position to control the work and to use quality products. A complete list is published in this issue of the Bulletin. George Haas' pre-smoker stunts at Stran-Steel headquarters., particularly the guessing game, under the sheet, with Frank Wright as the monkey. It is too good to reveal, as we want to use it as a future Producers' Council Club meeting. The buffet supper Saturday night which turned in to a banquet, and then a sleight of hand performance, and a mad rush for the train, one taxicab hauling ten architects in good standing.

Hopeful Signs

New faces, and important ones. Architects fighting mad. A convention really inspired, no less. The up-lift of the old feeling, once an architect always an architect. Too, too stimulating, but next day to rest and, so, thanks to everyone, including those forgotten by the resolution committee.

ARCHITECTS DISCUSS CIVIC CENTER

Sites for the proposed Detroit civic center were discussed Monday by a group of Detroit architects and engineers at a luncheon in the Hotel Statler.

The foot of Woodward Ave. was called by B. V. Gamber and H. G. Wenzell, local architects, an "ideal spot for the beginning of a far-reaching riverfront improvement as a part of a master plan."

A committee was named to make a study of sites and to draw up a major development plan for Detroit and Wayne County.

ALLEN AND VALENTINE G. R. DELEGATES

Edwin E. Valentine of Muskegon and Roger Allen of Grand Rapids, are delegates named by the Grand Rapids chapter of the American Institute of Architects for the national convention to be held at New Orleans, April 19 - 22. They were chosen at a meeting of the chapter held in the Century club last Thursday.

Those who attended the meeting included Warren L. Rindge, chapter president, and Harry L. Mead, Walter W. Pearl, Roger Allen and John B. Baker, all of Grand Rapids, and Stanley W. Hahn of Muskegon.

MICHIGAN MAN HONORED

Chandler C. Cohagen of Billings, Montana was named Grand Master of the Council of the Order of De Molay at their recent Annual Meeting.

Mr. Cohagen will be remembered as a graduate of the University of Michigan, College of Architect in 1915.

ALL-AMERICAN PLAN FRAMED TO AID BUILDING

Unification of the building industry under an "All-American Plan" to rebuild the nation's communities is proposed to the Housing Committee of the American Institute of Architects by the Indianapolis Chapter of the Indiana Society of Architects.

Indifference and disunity are "the devastating influences" which are responsible for the present lamentable plight of the groups in the industry, it is declared by the Indianapolis group, appealing for leadership by the Institute, which will consider the whole problem of reviving building at its seventieth convention to be held in New Orleans April 19 to 22.

"Building in America is a job for the whole building industry — not just part of it," asserts the Indianapolis Chapter, of which E. D. Pierre is president. "It is definitely not a job for government. Instead of limping along as helpless cripples, functioning only by reason or economic hypodermics, government administered, we should begin to do those things which will enable the building industry to stand on its own feet and walk alone.

"Government is in the building business today because the groups of the building industry have shown themselves unready or reluctant, or impotent to assume their joint responsibilities, and for no other reason. Government will stay in the building business until a qualified and competent industry shows a united intention of defending building as its own legitimate business.

"The trained abilities necessary to produce good buildings are all within the interrelated groups of the building industry, but all of them have been sitting on the side lines while the amateur, the incompetent, the jerry-builder and the speculator have been building America for decades. There has been no authentic building industry functioning as such. As a result neither the processes of building nor the diversified abilities that enter into it are clear in the public mind.

"The whole question of building in America today does not involve a single new situation. The hue and cry for building standards, for safe minimum building codes, for determining ways and means to serve the enormous buying field of the medium and low cost home, for making good design available at a price the property owner can afford to pay, for providing architectural supervision, for lowering building costs and discovering low cost materials and more economically efficient construction methods, for certifying to proper construction — there is nothing new in any of these.

"The need for them has existed and persisted while the groups of the building industry have temporized for solutions. Now, because government seems determined to do something drastic to bring about a solution of those things which all of us know should be done, we have finally realized that we cannot temporize any longer. Our very existence depends either upon seconding a federal program of national housing or upon offering a better and more practical one."

Under the All-American Plan, government and industry are represented by their existing and recognized agencies. "The people, in their respective communities, including all civic and service groups, function through locally organized chapters of an All-American Civic League," it is explained. "Thus the separate functions of each of these groups are respected, yet their activities are interrelated and interdependent, assuring both interest and support.

Through the unification of the industry and the establishment of a national headquarters of the building industry, it would be possible for the first time to offer the building industry to the public as an integrated industry with a unified selling message.

"By endorsing good construction and definitely labeling the finished product with the industry's seal of approval, the building industry can go far to remove both the mistrust and antagonism in the public attitude toward the industry and the groups which comprise it. The prestige of a united building industry backing a policy of labeled buildings would not only create a new and sound basis of building values but likewise create a much needed basis by which the public could recognize good buildings and buy with confidence.

"The seal of the building industry on a home or building could be as much a warranty of worth as the word 'Sterling' is on silver. By the significant phrase 'All-American', emblematic of principles and ideals which are good for America and for all Americans, and the four stars, denoting the underlying principles of good design, good construction, good craftsmanship, and good materials, public consciousness of the desirability of good building could be inculcated as in no other way.

"Lack of solidarity in the building industry is the direct result of a misguided policy of failing to recognize the interdependence of all the groups in the industry and the necessity of their combined resourcefulness in the solution of common problems. Because it has been lacking, all of us have suffered. The standing of architecture as a profession has declined, and the architect's field of usefulness has been narrowed almost to the vanishing point.

"The legitimate contractor and builder have been replaced by the amateur, the incompetent, the jerry-builder and the promoter. The good craftsman has virtually disappeared, and his ability in turning out skilled workmanship is being devoted to digging ditches or working on WPA. The good material supplier, who has waged a lone-handed battle for standards and quality in materials and products, sees his merchandise going day after day into any old kind of a house, built any old way and then thrown on a market economically unable to absorb it.

"The realtor is faced with the unenviable task of selling inferior houses, poorly designed, improperly built, and often employing materials no better in quality than the workmanship that entered into construction. The lender has the insurmountable problem of trying to separate the chaff from the wheat, of distinguishing between good building and bad. He dares not risk a repetition of the debacle of the depression. He must be sure that this time he loans where values are sound.

"With the American Institute of Architects to lead the way, the foundations can be laid for a united building industry whose power will be felt and whose voice will be listened to not only by the American people but likewise in the councils of government."

FORUM JOINS LEAGUE IN EXHIBIT CATALOGUE

The Fifty-Second Annual Exhibition of the Architectural League of New York, April 19th to May 12th, will for the first time be national in scope and feature the outstanding work of thirty-five cities from all over the country. A local jury has selected Detroit material which will be published in the Weekly Bulletin of the Michigan Society of Architects, issue of April 18. The work shown in this year's exhibition will be held over and combined with that of 1939 to form the nucleus of a national exhibition for the grand opening of the World's Fair.

The Committee wish to thank the following officers for their entries: Harley & Ellington, Tal-mage C. Hughes, Hugh T. Keyes, O'Dell & Rowland, Herbert and Frances Schmitz, D. Allen Wright.

The catalogue of the current exhibition, a volume which is usually published by the League itself, will be jointly sponsored this year by the Architectural Forum published by Time, Inc., and the

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Architectural League. The Architectural Forum will take over all the work of producing and publishing the catalogue and will cooperate with the League in its design.

The special feature of this year's Catalogue will be a Sponsors' Section in place of the usual advertising pages. In this section outstanding architects and artists will contribute specially designed pages, each of which is to be sponsored by a representative manufacturer.

Because of the national character of the exhibition this year, the task of producing the catalogue is one of considerable magnitude so the League especially appreciated the Architectural Forum's cooperation.

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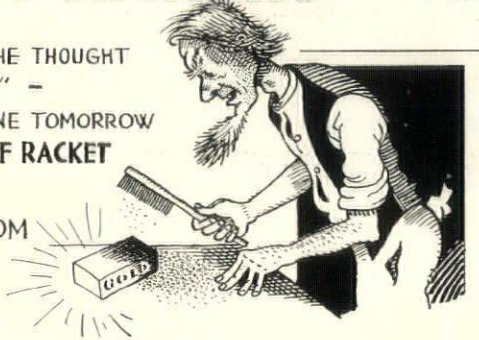
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by Thos. A. O'Brien
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DISHONEST MATRIMONIAL AGENCIES EXISTED IN THIS COUNTRY AS EARLY AS THE 1850's. MOST OF THEM WERE AIMED AT THE COUNTRY LAD WITH ROMANTIC IDEAS AND A FIVE OR TEN DOLLAR BILL, FOR WHICH HE WOULD BE PROMISED A "BEAUTIFUL BLONDE HEIRESS" (OR BRUNETTE IF PREFERRED). TODAY THERE ARE HONESTLY-CONDUCTED MATRIMONIAL CLUBS DOING GOOD BUSINESS - BUT IF YOU WANT A "MAIL ORDER" HUSBAND OR WIFE SEND YOUR OWN PHOTOGRAPH, NOT A MOVIE STAR'S - OR THIS MIGHT HAPPEN.



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Thomas A. O'Brien will be remembered by architects and others in the building industry hereabouts as the artist who covered our Convention at the Fort Shelby Hotel in Detroit a few years ago. His cartoon, "The Four Horsemen of Michigan Architecture" appeared in the Weekly Bulletin. At that time he was with the Sterling Brick Company. In this new venture he seeks to establish his copy-right with a view to syndicating the series. We are glad to give him a hand.—Ed.

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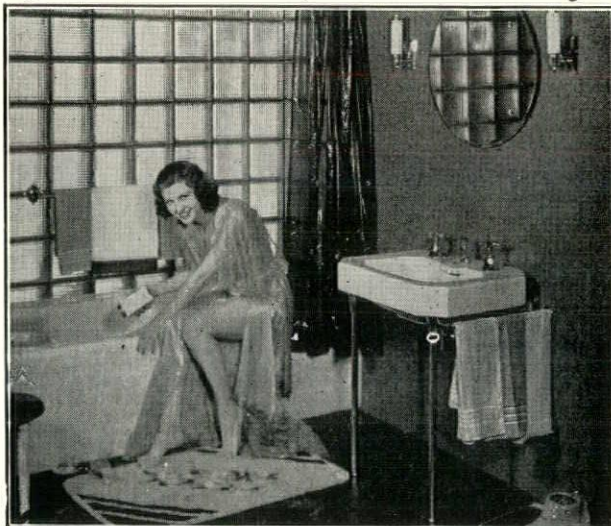
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AGREE, CHAS. N., 1140 Book Tower, CA. 9263. Prelim. studies, Community Center, Detroit.

BENNETT & STRAIGHT, Schaefer Bldg., Dearborn, Or. 7750. Prep. plans, fire station, Dearborn. Revising plans, Greater Gratiot School. Ready for bids about Apr. 3.

Preparing plans: 800 seat theatre, Enameled metal and face brk. front, cinder blk. interior, steam heat, vent., air cond. Ready for bids soon.

1000 seat theatre. Loop district. Enameled metal & Vitrolite front. Cinder blk. and accoustical plaster interior. Steam heat, vent., and air cond. Ready for bids about March 30.

1200 seat theatre, 3 shops, suburban Detroit. Enameled metal and face brk. exterior; cinder blk. & accoustical plaster interior. Steam heat, vent., and air cond.. Ready for bids about Apr. 8.

Bids on skylight, rfng & reinf. steel, 2 W. P. A. projects. Manual training rm. & new implement storage rm. Ecorse High School, Board of Ed., Ecorse.

DESROSIERS, ARTHUR, 1414 Maccabees Bldg., CO. 2178. Church, Allenton, Mich., taking fig. by invitation.

DERRICK & GAMBER, Inc., 35 fl. Union Guard Bldg., CA. 3175. Bids, Church of Christ Scientist, North Woodward. Bids, revised plan, Res. Charles R. Echert held over.

GIFFELS & VALLET, Inc., 1000 Marquette Bldg., Prep. plans superstructure, Gen. Con., Tool & Die Shop, Ford Motor Co.

Prep. plans factory, local manufact. Name withheld.

HERMAN & SIMONS, 710 Owen Bldg., RA. 8788. Bushnell Congregational Church, Bids closed.

S. S. Peter and Paul's School, Detroit, Bids closed.

JAMESON, LAWRENCE B., 8580 Jos. Campau. TR. 1-1230. Prep. plans:

1500 seat theatre, store, office bldg., 150x100.

1300 seat theatre, store, office bldg., 150x100.

Garage 100x200. Ready Apr. 16.

Elec. Supply Bldg., 50x30. Ready Apr. 1.

Taking fig:

40 Rm. Hotel, Apr. 1.

Mortuary, Apr. 2.

Revising plans, add. to Sausage factory 60x100. Contracts let;

Duplex and add. to Res., let to John Dowd.

Bids closed on Charles F. Barton res.

KEYES, HUGH T., 747 Free Press Bldg., RA. 7415. Bids closed res. John Owen, Grosse Pte.

MALCOLMSON, CALDER & HAMMOND, Inc., 1217 Griswold St. CA. 9651.

Prep. wkng. drwns. add to Lincoln High School, Ferndale. Fig. taken later.

Prep. sketches, add to Baptist Children's Home, Greenfield and 13 Mi. Road.

MASON, GEO. D. & CO. 408 Griswold, RA. 7850

Prep. plans, Res. Robert Foster, Gr Pte. Shores. Prep. prelim. plans 6th Church of Christ Scientist, Manistique and Kerchival

MILDNER & EISEN, 924 Hammond Bldg., RA. 0828.

Brewery, Frankenmuth Brwng. Co., Fermenting and Rack Rm., Wash house. Taking fig. steel, asphalt floor, rfng. Owner has charge of other trades.

SARVIS, LEWIS J., Battle Creek, taking bids, School add., School District No. 3, Bedford Township, Calhoun County, \$50,000.

Plans completed, seven bldgs., W. K. Kellogg Foundation Health Camp, St. Mary's Lake, Battle Creek.

Prep. plans, \$100,000 addn. to school, Gull Lake, Calhoun County.

SCHLEY, CYRIL E., 605 Lafayette Bldg., CA. 8499. Alt. to Third Church of Christ Scientist, plans completed soon.

STACHOWIAK, STEPHEN J., 3005 Caniff Ave., TO. 87122. Prep plans. 2 story store and office bldg., Dearborn 40x70, 2 story Veterans Home Alt. and addn., Vocational School.

Prep. sketches, 50 bed hospital, contagious diseases, Administration bldg.

STAHL, JOHN C., 1118 Francis Palms Bldg., CA. 5818. Prep. plans Alt. to Metropolitan Baptist Church, Community House add., 60x40, 2 sty. brick, held over.

Prep. plans for store front, 6 Mi. Rd., 40x80., held over.

Prep. plans for brick church, 35x60, held over.

WETZEL, B. C. & CO., 2317 Dime Bank Bldg., CA. 4941. Prep plans Iona State Hospital, Iona, Mich.

Prep. plans for school, Chesaning, Mich.

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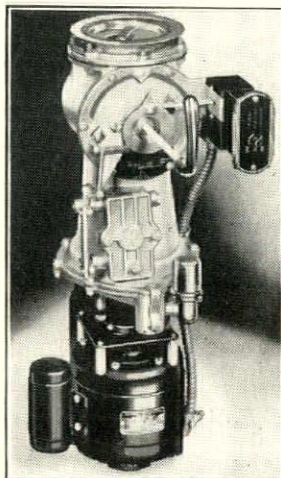
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CHOOSING YOUR ARCHITECT

Having chosen your site, the next step involves the actual planning of the building. To a certain extent the site will establish boundaries within which your plan must be confined. Restrictions will establish definite minimum price standards; and they may go even further than this and define permissible types. Certain sub-divisions are restricted to single homes only, and this in turn may restrict certain areas for building of one story homes. In addition to value and type, restrictions may also specify the type of material that is used in the exterior construction.

Your problem will be the selection of a plan which conforms with existing restrictions and expresses your needs and tastes. You may find a plan in a magazine or book which just suits you. You may obtain plans from some other source, as for instance, a newspaper which offers a plan service. Or you may see plans in builders' or architects' offices.

An architect is a person trained through rigorous college courses to prepare plans and specifications so they will fit the practicalities of building. Some people think that is all an architect does. But an architect does other things too. If you engage an architect to supervise the whole job for you, he will do the following:

1. Prepare a set of plans and specifications so that they will meet your individual needs and desires. He will take the ideas or the pictures or the plans you have and work them into what are really blue prints which any competent builder can use as his exact pattern for building.
2. He will supervise letting the contract acting as as your skilled agent. And he will see to the matter of payments to the contractor as the work progresses.
3. He will supervise the work to see to it that the job is built according to the plans and specifications.

You can see from this brief outline that if you employ the services of an architect, you in fact employ one who should be very capable of seeing to it that you get what you bargain for. If you employ a competent architect, your worries can safely be placed in his hands.

He will charge you a fee for his work. This fee may look pretty high to you, but remember that he may save you either money or disappointment or both.

If you do not employ an architect to do all these things mentioned, either you must do them yourself or leave it to someone else. Let us explain;

Let us say first that you do not employ an architect at all. You go to a builder. He may furnish you an excellent set of plans and specifications, but they are his and you cannot very well get competitive bids without his permission. You may go to a num-

ber of builders, but each has his own ideas and ways of plans and specifications.

Second let us say that you may employ an architect only to draw up a set of plans and specifications. That being the case you take your own bids from whomever you want to. You then are left to your own resources to see to it that they are fulfilled.

So you see that always the first decision is whether or not you prefer to employ an architect to be your skilled agent for the job.

In choosing an architect, it is best to choose one who can show you completed jobs of somewhat the type and price as the job you want. You can by observing such a completed job and better still by talking with the owners who employed that architect get a good idea of what he will do for you.

It is to the interest of any architect to obtain a good job for you, because architects have to build their professional reputations just the same as do doctors or lawyers. The architect who is practical and who understands the residence field is a safeguard to your important venture. If you do employ an architect lay your cards on the table. Tell him frankly what you can afford and that he must help you stay within that limit. Be sure that the completed plans and specifications are what you want so that few if any changes will have to be made. Changes from the original plans and specifications are always expensive.

This article, written by E. J. Brunner, constituted Chapter five of "1938 Home Builders' and Buyers' Guide" with a distribution of over 25,000 to the public at the 1938 Builders' Show and on Newsstands.

CHANGE OF POLICY

With this issue, the subscription price of the Weekly Bulletin is reduced to 50c per year for members and \$1.00 for non-members. These subscriptions go to the Society and it is urged that if you are not now a paying subscriber, you give consideration to doing so, as the cost is very small.

Better still, if you are not an active member of the Society become one at once by mailing your check for \$3.00 to John C. Thornton, Treasurer, 2000 2nd Ave., Detroit (this includes Bulletin).

Dues in the Society are so small that it is impossible for the officers to do very much in your behalf without the cooperation of a large number. After all, a good part of this is paid to the American Institute of Architects for Association Membership, which leaves very little for other expenses. The Society should, therefore, be practically 100% representative. The Society owns the Bulletin and receives a percentage of its gross income. May we have your support?

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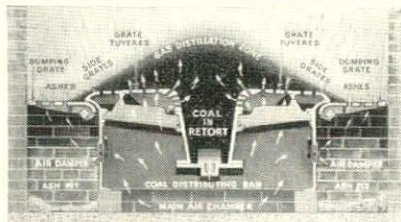
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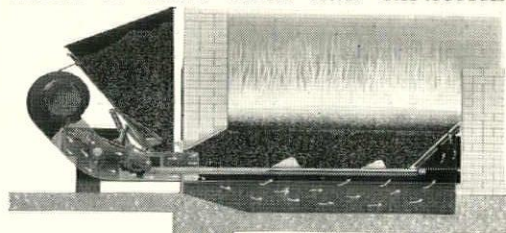
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Vol. 12

DETROIT, MICH., APRIL 12, 1938

No. 15

PRODUCERS' DAY AT ARCHITECTS' LUNCHEON

The architects' weekly luncheon on Wednesday April 6th, was designated as Producers' Day. George F. Diehl, Vice President of the Michigan Society of Architects presided and called upon Mr. Frank O'Neil. Frank promptly passed the palm to Paul Marshall as guiding spirit in the Producers' Club. Mr. O'Neil stated that he had something, "buzzing around in his head" for some time and decided to express it at this 'A & P' meeting. He

stated that the Architects and Producers are in a similar position since both have to "scratch for their livings". Approximately ninety-three cents out of each building dollar circumvents the Architect, he said and while the producers get a certain amount of this, they know definitely what they receive from the 7% controlled by the Architects. The rest of his talk was along the lines of putting the Architect in the picture so that he will control more of the work, particularly on small homes. He believes that if conditions can be improved in Detroit, the rest of the country should be easy, since Detroit doubles its population in about ten years and hasn't the security of substantial homes that other cities have. The reason for this, the speaker believes, is because the Architect has not been considered.

Our problem, he says, is one of educating the prospective small home owner to think first of an Architect and to get people in general to be Architect-minded. This, he continued, is a big job, not for one Architect or for Architectural organizations, but for the entire industry. The producers' meeting scheduled in conjunction with the American Institute of Architects Convention in New Orleans, April 19-22 will be an important one, Mr. O'Neil stated. His ideas further on this subject were along the lines of establishing a central bureau with a paid executive and advertising such as the Architects could do as a group ethically. Advertising, ordinarily repulsive to the Architect, could in this way be very helpful to them. He believes that the executive need not be an Architect but should be of the type of good insurance salesman who is willing to do a lot of missionary work toward convincing the public that when they build they pay for Architectural services whether or not they get them. In this way, he explained,

a lot of work would be diverted back to the Architects and put them "where they belong".

It was pointed out that the newspapers are doing a wonderful job of rendering service to the public, such as cooking schools, home service, and many others and it is believed that such a service featuring the Architect would be most desirable. The speaker emphasized the fact that there is a definite place for the recognized builders and that they should be glad to cooperate to eliminate the shyster and to gain more recognition for the substantial ones in the industry. The value of the sub-contractor is also important as he has many contacts with prospective home builders, many of whom picture the Architect as someone who works in evening clothes and kid gloves, necessary on big jobs but not on small ones.

Alber A. Shirley, past president of the Producers' Council stated that a small home owner does not realize what an Architect can do for him.

These Architects' and Producers' Luncheons will be held the first Wednesday in every month and, as attendance indicated, they are very worthwhile. On Monday evening, May 2nd, a dinner meeting at the Detroit Leland Hotel will be held by the Producers'.

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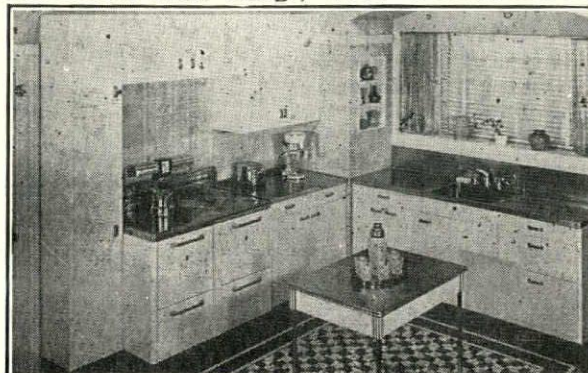
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Dear Mr. Hughes:—

I wish to take this opportunity to compliment you and all others responsible for the editing and publishing of the Weekly Bulletin for the splendid publication which you have turned out and in particular for the democratic manner in which you publish related news. In the latter connection I would like to offer a suggestion which I believe would enlarge the scope and usefulness of the Bulletin and improve the knowledge of and understanding between those units of the building industry which operate together, whose interests are so closely allied, namely, architect and contractor.

This suggestion is that you carry the plan of giving space to the Builders' & Traders' Exchange one step further by having space allotted to contractor trade associations. You might wish to limit the space to non-controversial matters and to subject matter which is constructive in nature; that is something that you can best judge. At any rate, I feel sure that much practical good will result and I hope that you can arrange to give the idea a trial.

With best wishes for your continued success and kind personal regards, I am

Cordially,

John A. Whittaker
Secretary,
Carpenter Contractors' Association.

Mr. John A. Whittaker, Secretary
Carpenters' Contractors' Association
439 Penobscot Building
Detroit, Michigan

Dear Mr. Whittaker:

I want to thank you for the spirit of cooperation indicated in your letter of April 4th concerning a wider representative in our Weekly Bulletin.

We have appreciated the interest of those in the building industry such as your organization, the General Builders' Association of Detroit, and the Builders' and Traders' Exchange, The Producers' Council Club of Michigan and others.

It is our purpose to meet this cooperation and to do everything possible to further the idea that our's is not a problem for one branch but for the entire building industry. Therefore, I can assure you that your suggestions meet with our approval and steps will be taken to put them into effect.

Very truly yours,

Talmage C. Hughes
Executive Secretary

THE SEVEN ESSENTIALS

The seven-point program for the coming year, as laid down by the M.S.A. 24th Convention are as follows:

- (1) Local Group Organizations
- (2) Paid Executive, with Headquarters
- (3) Standards of Architectural Practice for Michigan
- (4) Architects' Small Homes Association of Michigan
- (5) Architectural Registration
- (6) State Building Laws
- (7) Michigan Architectural History

SAGINAW VALLEY ARCHITECTS MEET

The Saginaw Valley Society of Architects met at the Bancroft House in Saginaw for a dinner Monday evening April 4th, according to information received from Robert B. Frantz.

Mr. Alden B. Dow of Midland has accepted the assignment as chairman and he has agreed to keep the Bulletin informed on their activities.

Mr. Frantz states that their Society has no officers but works on the basis of one member taking the job of arranging for the next meeting. The May meeting is to be held in Bay City.

One of the matters discussed with most interest was that of the method of registering new men under the present law.

This was the third meeting this group has had during the past year and we have now arranged to have meetings the first Monday in every month. Those present at this meeting were: Robert B. Frantz, Frederick Beckbissinger, James Spence, Donald Kimball, and Carl Macomber of Saginaw, Averton Munger and J. C. Goddeyne of Bay City; and myself. These meetings so far have proven to be very interesting occasions. We thought you might be interested in knowing what we are thinking about and, therefore, they have asked me to write to you.

This last meeting started with an idea that, I understand, was discussed at the Michigan Society meeting; namely, the publication of a Society handbook. The general opinion seems to be that such a book would not be worthwhile. However, we all favored a complete publication of the state laws governing buildings and architects. Possibly the Bulletin could publish these in loose leaf form and completely indexed.

Then the question of fees was brought up and as usual more or less avoided. We questioned the practicality of set fees. We saw no way of enforcing them without an expensive policing system which seems fundamentally wrong to us. It seems more constructive to spend such money as would be necessary educating the public as to what constitutes good architecture and then let them pick the architects accordingly. Such architects necessarily charge correct fees.

Then the question of contractor and architect combination entered the discussion and there seemed to be some doubt in our minds as to whether or not it is within the law for a registered architect to work for a contractor or vice versa.

The question of a paid executive was discussed and we all saw a real need but yet difficulty in financing. We will be interested in the Board's report on this subject.

We all seemed to be able to find plenty of faults regarding our profession as a whole but we finally came to the conclusion that the architects taking care of their work as they should were not playing a losing game. We are inclined to think that our worst enemy is the inferior architect. I believe the same characteristic holds true for all professions. That is the curse that falls on the shyster.

DUES ARE NOW DUE

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Don't wait to be billed but send your check for \$3.00 to John C. Thornton, Treasurer, Michigan Society of Architects, 2000 Second Ave., Detroit. This will save postage and every penny counts, with the program so big and dues so small. "What a wonderful profession it is that you and I are privileged to serve."

ARCHITECTS' REPORTS

AGREE, CHAS. N., 1140 Book Tower, CA. 9263. Prelim. studies, Community Center, Detroit.

Contracts let on 7 stores for Rezarf Land Co. El. Wk.—Checker El. Co., Tile & Terrazo—Wayne Marble Co., Hdwe.—Bullitt-Green Co., Lathing & Platg.—Dickman Co., Rfg.—Kalt Co.

Gen'l Con. on Industrial Ins. Bldg. let to Federal Builders Inc.

BENNETT & STRAIGHT, Schaefer Bldg., Dearborn, Or. 7750. Prep. plans, fire station, Dearborn. Revising plans, Greater Gratiot School. Ready for bids soon. W.P.A. project.

800 seat theatre, Enameled metal and face brk. front, cinder blk. interior, steam heat, vent., air cond., bids being taken. Location: Mich. & 31st St.

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1200 seat theatre, 3 shops, suburban Detroit. Enameled metal and face brk. exterior; cinder blk. & accoustical plaster interior. Steam heat, vent., and air cond.. Ready for bids about Apr. 8.

Bids on skylight, rfng & reinf. steel, 2 W. P. A. projects. Manual training rm. & new implement storage rm. Ecorse High School, Board of Ed., Ecorse. Closed.

DESROSIER, ARTHUR, 1414 Maccabees Bldg., CO. 2178. Church, Allenton, Mich., taking fig. by invitation.

DERRICK & GAMBER, Inc., 35 fl. Union Guard. Bldg., CA 3175. Church of Christ Scientist, North Woodward, revising plans.

GIFFELS & VALLET, Inc., 1000 Marquette Bldg., Prep. plans superstructure, Gen. Con., Tool & Die Shop, Ford Motor Co.

Prep. plans factory, local manufact. Name withheld.

HERMAN & SIMONS, 710 Owen Bldg., RA. 8788. Bushnell Congregational Church, Bids closed.

S. S. Peter and Paul's School, Detroit, Bids closed.

JAMESON, LAWRENCE B., 8580 Jos. Campau. TR. 1-1230. Prep. plans:

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Revising plans, add. to Sausage factory 60x100.

Bids closed on Charles F. Barton res.

KEYES, HUGH T., 747 Free Press Bldg., RA. 7415. Bids closed res. John Owen, Grosse Pte.

MALCOLMSON, CALDER & HAMMOND, Inc., 1217 Griswold St. CA. 9651.

Prep. wkng. drwns. add to Lincoln High School, Ferndale. Fig. taken later.

Prep. sketches, add to Baptist Children's Home, Greenfield and 13 Mi. Road.

Taking fig. for Kitchen equipment. Western State College, Kalamazoo, Mich.

MASON, GEO. D. & CO. 408 Griswold, RA. 7850

Prep. plans, Res. Robert Foster, Gr Pte. Shores. Prep. prelim. plans 6th Church of Christ Scientist, Manistique and Kerchival

MILDNER & EISEN, 924 Hammond Bldg., RA. 0828.

Brewery, Frankenmuth Brwng. Co., Fermenting and Rack Rm., Wash house. Gen. Con. let to Weber Constr. Co., Bay City, Mich.

SARVIS, LEWIS J., Battle Creek, taking bids, School add., School District No. 3, Bedford Township, Calhoun County, \$50,000.

Plans completed, seven bldgs., W. K. Kellogg Foundation Health Camp, St. Mary's Lake, Battle Creek.

Prep. plans, \$100,000 addn. to school, Gull Lake, Calhoun County.

SCHLEY, CYRIL E., 605 Lafayette Bldg., CA. 8499. Alt. to Third Church of Christ Scientist, plans completed soon.

STACHOWIAK, STEPHEN J., 3005 Caniff Ave., TO. 87122. Prep plans. 2 story store and office bldg., Dearborn 40x70. 2 story Veterans Home Alt. and addn., Vocational School.

Prep. sketches, 50 bed hospital, contagious diseases, Administration bldg.

WETZEL, B. C. & CO., 2317 Dime Bank Bldg., CA. 4941. Prep plans Iona State Hospital, Iona, Mich.

Prep. plans for school, Chesaning, Mich.

NO "PLUGS"

EH, LANCE?

On the inside front cover of the Convention Number of the Bulletin (page 2), there appeared a very large picture of a (very fine) building, in fact "Detroit's Finest Apartment" designed by a Detroit Architect who edits a weekly bulletin for a state organization of Architects.

At the Convention, while seated in an easy chair at the headquarters of a past president of the state organization, who is now with a Detroit Steel Frame House Concern, with a glass of ginger ale, talking to a swell fellow who is with a Detroit steel products company who made fenestration, the latter remarked that the full page ad which, by the way, featured a light-weight plumbing ware of pressed steel made in Detroit, was an excellent picture of "Our Job". Walt was right, but I said, "You ad fellows don't use your heads, instead of taking a large ad elsewhere in the book, you might have taken a one-inch space in the left-hand column on page three, shaped something like the label on a well known package of chewing gum, with a very blunt spear pointing to page two with copy reading, 'Another Fenestration Installation.' " However, this might lead to a situation similar to the fringe around property assembled for a slum clearance—only I want you to know that this isn't that kind of publication The inside back cover wasn't so bad either.

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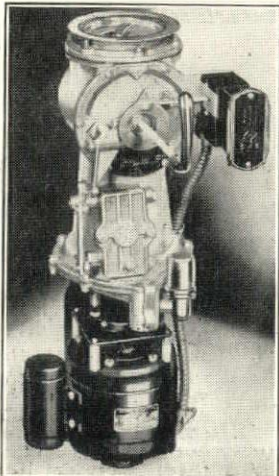
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Logan *File 341*

WEEKLY BULLETIN

MICHIGAN SOCIETY OF ARCHITECTS

Vol. 12

April 19, 1938

No. 16



TALMAGE C. HUGHES
ARCHITECT

52nd ANNUAL EXHIBITION
THE ARCHITECTURAL LEAGUE OF NEW YORK

April 20 to May 12, 1938

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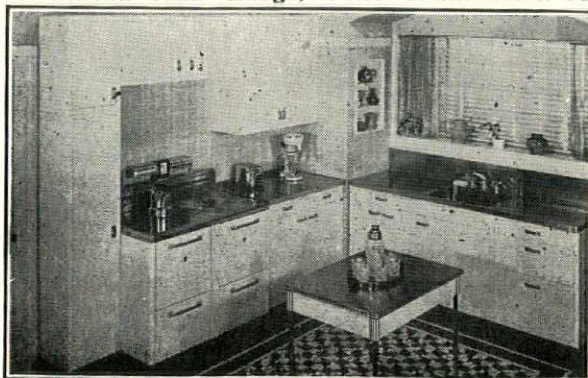
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OL. 12

APRIL 19, 1938

NO. 16

SPECIAL EDITION

Devoted to the work from the offices of Detroit Architects entered in the

FIFTY-SECOND ANNUAL EXHIBITION
 1938

THE ARCHITECTURAL LEAGUE OF NEW YORK

AMERICAN FINE ARTS
 BUILDING



215 WEST 57TH STREET
 NEW YORK, N. Y.

PRESS VIEW—Tuesday, April 19th, 2 P. M. to 4 P. M.

PREVIEW BY INVITATION—Tuesday, April 19th, 8:00 to 10:00 P. M.

AWARD OF MEDALS—Tuesday, April 19th, 9:00 P. M.

PUBLIC EXHIBITION—From Wednesday, April 20th to Thursday, May 12th, 1938, inclusive. From 10 A. M. to 6 P. M. Sundays 1 to 6 P. M.

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OUR COVER

The illustration on the cover of this issue is of a duplex apartment building at 999 Whitmore Road in Detroit for Mr. John B. Terns, of the Campbell-Ewald Company. Clyde E. Terns, the owner's brother, was the owner's representative; Ralph C. Vokes, the contractor; T. C. Hughes, architect.

This composition was taken from the water color by Frederick Crowther, the original of which is being shown at the current Architectural League Show. The color plates were made by Detroit Color-type Company. Sketch plans on page 16 of this issue.

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HUGH T. KEYES
Architect

DETAIL OF STAIRWAY
RESIDENCE OF HERBERT B. TRIX,
GROSSE POINTE, MICHIGAN

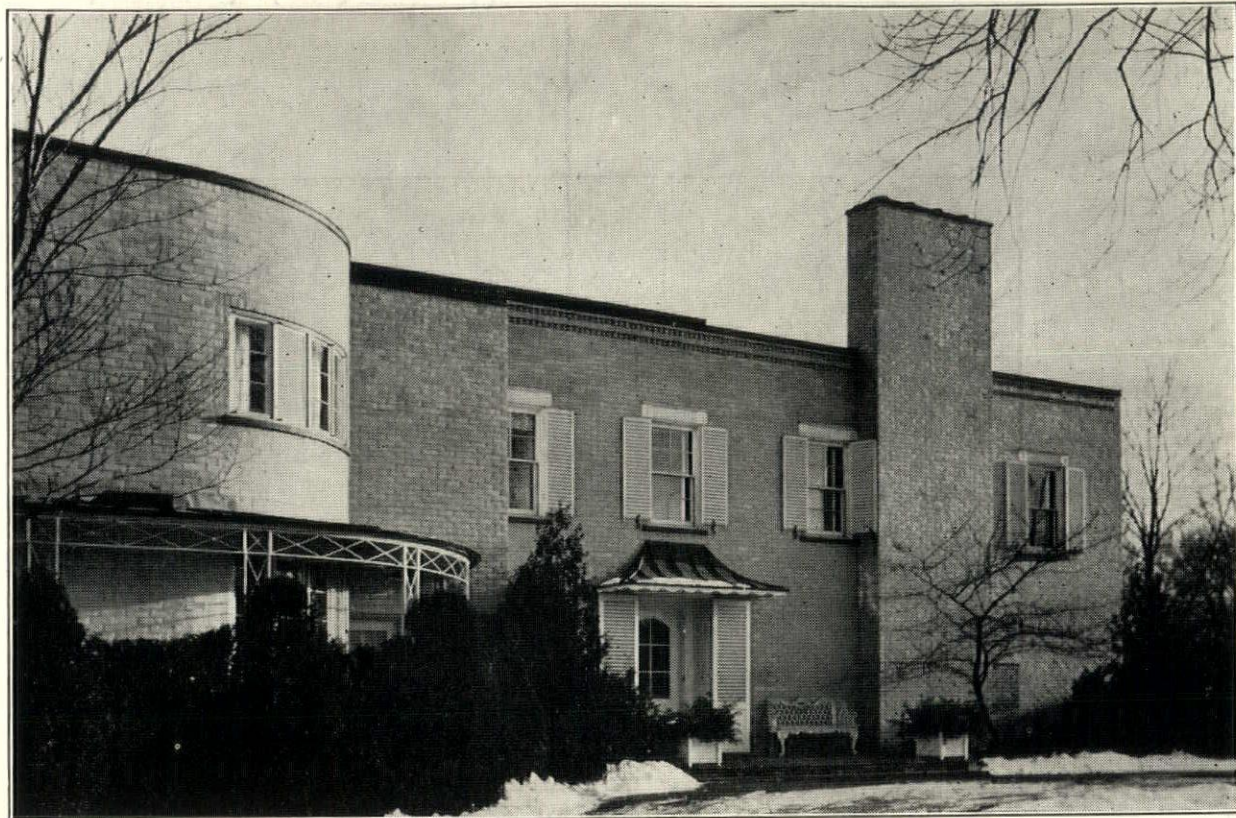
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VIEW FROM NORTH
RESIDENCE OF HERBERT B. TRIX, GROSSE POINTE, MICHIGAN
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Architect

SPECIAL EDITION

In this issue is illustrated the work from the Detroit Area being shown at the current exhibition of The Architectural League of New York.

Annually for fifty-two years the League has exhibited the work of New York Architects, supplemented only by that from a few offices throughout the country, selected by invitation. This year for the first time the show is national in scope and chairmen in principal cities have collected material, which has been submitted to local juries, whose decisions are final.

The League feels that next year will be an opportune time to present before the American public a comprehensive architectural cross section of the United States. Accordingly, in 1939, the year of the Grand Opening of the World's Fair in New York City, the Architectural League is planning an exhibition on an even broader scale, featuring the Architecture and Allied Arts of the Western Hemisphere.

During that year, New York will be host to both the International Congress of Architects and The American Institute of Architects as well as other important groups. The 1938 Exhibition, therefore, will be in a sense a stepping stone for the 1939 show, for it is planned to have a national jury select the outstanding work from the 1938 show, this material to be held over to form the nucleus for the United States section of the 1939 Exhibition.

The various chairmen throughout the country will become members of a national committee representing The Architectural League with a view to-

ward achieving an outstanding and distinguished Exhibition.

In addition to architecture there is represented Sculpture, Painting, Landscape Architecture, and Decorative Arts and Crafts.

It will be recalled that a few years ago Albert Kahn won the League's Silver Medal for the F.sher Building, and while this year Mr. Kahn did not enter, we are proud of our show. We may not win any medals, but anyway it's a lot of fun, the old atelier spirit of upholding our "school." We like the competitive spirit and are tickled to get publications in the catalogue. Anyway A. K. got the medal and Hugo Knapp and Bob Hubel got a couple of good hand shakes.

Leon Solon adds an encouraging note when he says, "Last year in Decorative Arts and Crafts we gave the Gold Medal to a piece of sculpture of superbly fine technique in stone carving. This will convey some idea of the quality of exhibits we would like to have, as far away as possible from what has been usually classified as 'craftsmanship' in the form of very amateurish effort."

This to the architect is what the Auto Show is to the Manufacturers and you know how Detroit goes for that. Detroit entrants are enthusiastic and plan a "Detroit Day" at the show. Francis Keally has invited us to the preview and buffet supper on the 19th, but that suggests a previous engagement in New Orleans. So we will postpone it and have a small MSA convention in New York to view the "premeditated" material.

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Architect

DETAIL OF STAIRWAY
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VIEW TOWARD DINING ROOM TERRACE FROM GARDEN
MAX GILLMAN RESIDENCE, GROSSE POINTE, MICHIGAN
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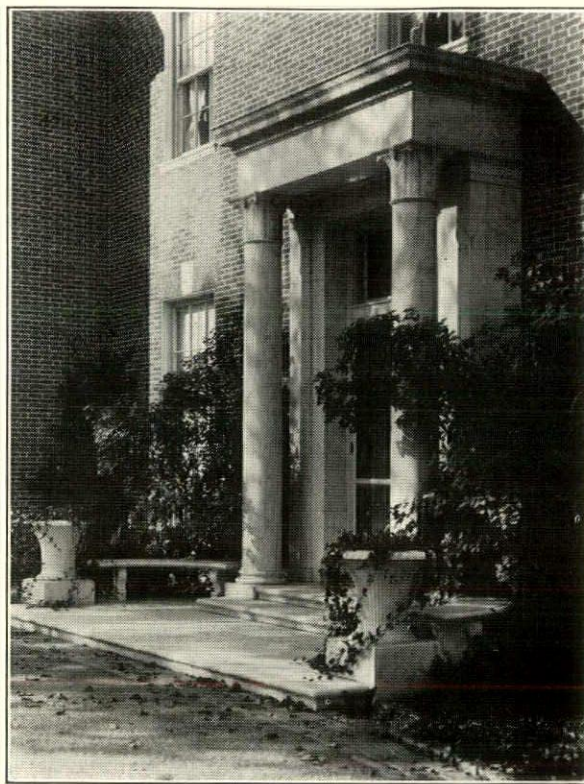


VIEW OF GARDEN ELEVATION, ACROSS POND
MAX GILLMAN RESIDENCE, GROSSE POINTE, MICHIGAN
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ENTRANCE DETAIL
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ELEVATION TOWARD LAKE SHORE DRIVE
EMORY W. CLARK RESIDENCE, GROSSE POINTE, MICHIGAN
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Architect

THE SHOW IS ON

And now that the exhibits are buttoned up it is time to relax and do a little back slapping. We want to express to the architects of Detroit, our appreciation for their loyal cooperation in the way they took hold of this movement and helped to put it over in a big way, and we want to thank particularly the offices of Harley and Ellington, Hugh T. Keyes, D. Allen Wright, O'Dell and Rowland, Herbert & Frances Schmitz, and Lyndon & Smith, as well as those representing other arts who were kind enough to enter their work.

The New York group, headed by Mr. Francis Keally, have been most helpful, appreciative, and forgiving. Letters just received from Mr. Keally are as follows:—

Dear Mr. Hughes;

As the time for the opening of our first National Exhibition approaches, I want to take this opportunity in behalf of the Architectural League of New York, to thank you for the splendid cooperation which you so generously gave us in connection with the development of our Fifty-Second Annual Show.

It was the unselfish efforts of our various chairmen throughout the country that made this national show possible.

Assuring you of our deepest appreciation for the splendid work you did in our behalf, I am

Very truly yours,

Francis Keally, Chairman
Exhibition Committee

Dear Mr. Hughes:

On Tuesday evening, April 19th, at six o'clock at the Architectural League rooms at 115 East 40th Street, New York City, which as you know is the

date of the preview of our first National Exhibition we are serving an informal buffet supper prior to the official opening of the Fifty-Second Annual Exhibition at the Fine Arts Galleries, 215 West Fifty Seventh Street, New York City, which is scheduled for 8:30 p. m. sharp.

It would give us great pleasure indeed to have you as our guest that evening, both at the supper and at the formal opening of the show and we sincerely hope you can arrange to be with us.

All former medalists of the League, as well as present and past officers are planning to be present to welcome those chairmen from the different sections of the country who plan to be present.

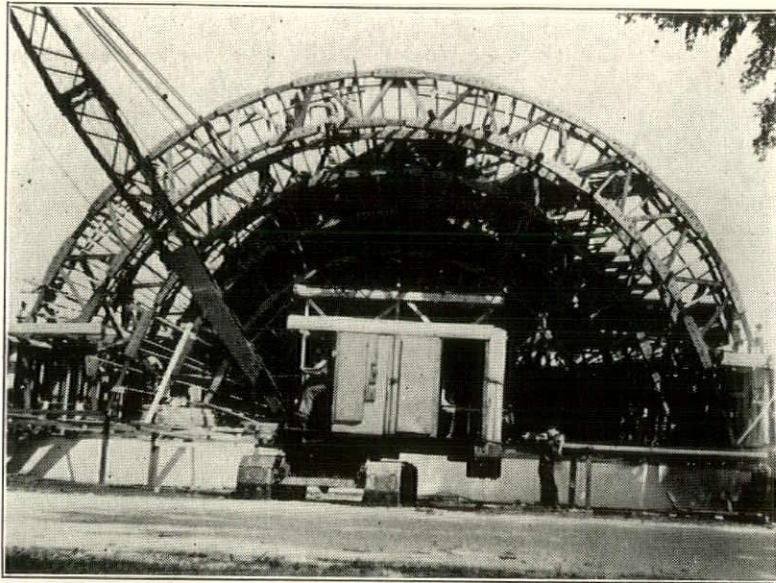
It will give me great pleasure to welcome you personally as one of our guests.

Yours very truly,

Francis Keally, Chairman
Exhibition Committee

The newspapers of Detroit have been very generous in allotting space to this event. There have been some 16 different articles which amount to many column inches of written data and photo-

(Continued on Page 24)



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Architects

ORCHESTRA SHELL MICHIGAN STATE FAIR
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ORCHESTRA SHELL
MICHIGAN STATE FAIR, DETROIT

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HARLEY & ELLINGTON, Architects

THE ORCHESTRA SHELL AT THE MICHIGAN STATE FAIR

By MALCOLM R. STIRTON

Presenting outdoor entertainment to a large group of people so that all types of speaking, acting, music and special features can be seen and heard clearly at a distance involves special consideration of audition and visibility. This was one of the problems faced by Harley and Ellington, the architects for the 1937 Michigan State Fair, and was solved by the erection of an orchestra shell with a stage large enough to accommodate any form of entertainment and at the same time amplify and reinforce the presentation by means of the reflecting properties of the shell.

In order to throw the sound out from the shell stage to the audience, the background of the shell was designed as a series of semi-circular conical sections increasing from 21' in diameter at the rear of the stage to 60' in diameter at the front wall line of the shell proper. These sections not only eliminated the necessity of warping the plywood covering in two directions as would have been the case had the surface been spherical but also provided a series of concentric lighting troughs between each of the sections, to illuminate the stage floor and also to allow for striking illumination of the entire inner surface of the shell. This lighting channel was lined with asbestos board and equipped with a continuous system of electric bulbs 8" on center of alternating colors controlled by a rheostat which permitted a large variety of lighting effects to be worked out in the shell. Thus the lighting was concealed and

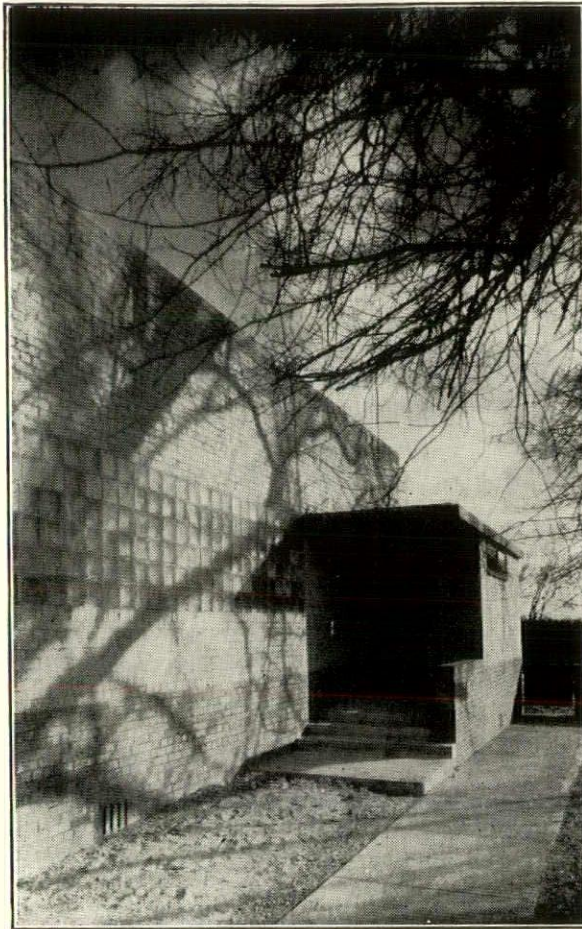
yet not spotty so that the illuminated surfaces were equally lighted throughout.

The stage is 60' in width at the front and 21' in width at the rear with a depth of 46' from front to back including a 11' projection beyond the front line of the shell. This size stage was found to be quite ample for any presentation that was given which ranged all the way from orchestra music, and dramatic playlets to singing and hog calling. There is continuous communication from one side of the stage to the other by means of the corridors and storage space built around the shell as an integral part of the building. Dressing rooms are provided for men and women and each is provided with a toilet room. Several private dressing rooms were worked in between the trusses at the stage floor level. The entrance door to the stage at the sides and rear were made large enough to move large objects such as a grand piano on or off the stage with ease.

Because of the large audiences involved, a public address system was installed in the shell with an overhead grille unit to carry over the immediate foreground and one grille unit at each side of the stage pavilions specially designed for them. These pavilions have direct access to the stage and also to the outside to allow the operator to service each unit. By means of small vision panels in the side of the pavilion the operator can adjust the speaker system to correspond to which ever microphone is

(Continued on Page 11)

LYNDON & SMITH
Architects



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GRADE SCHOOL, NORTHVILLE, MICHIGAN

The Lyndon Studio, Photo.

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GRADE SCHOOL
NORTHVILLE, MICHIGAN

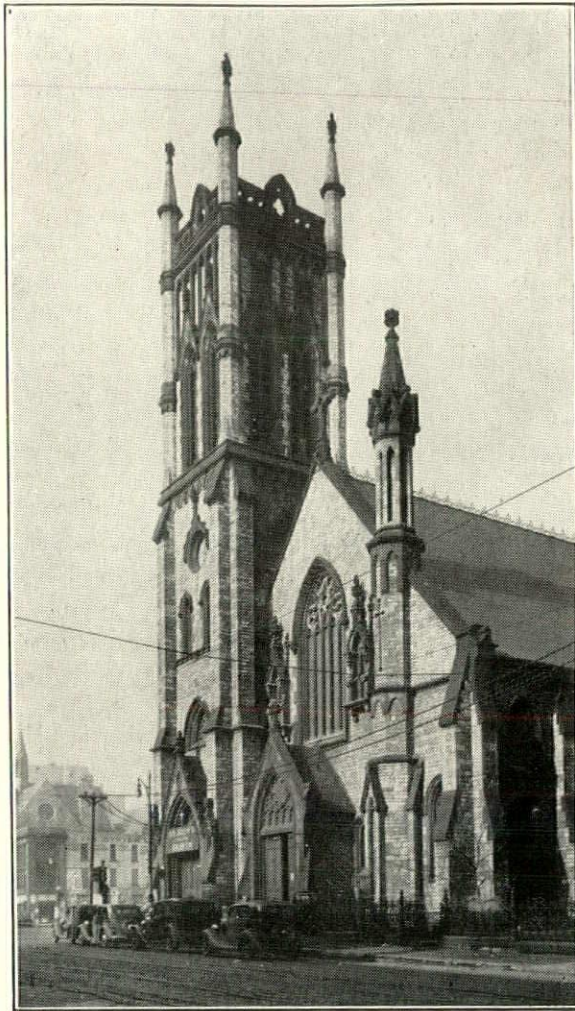
The Lyndon Studio, Photo

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(Also being shown at the current Paris Exposition)

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(For Reconstruction)



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ST. JOHN'S EPISCOPAL CHURCH
Woodward Avenue at Vernor Highway
DETROIT, MICHIGAN

Before moving back for wider Woodward Avenue

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WIRT C. ROWLAND, Designer
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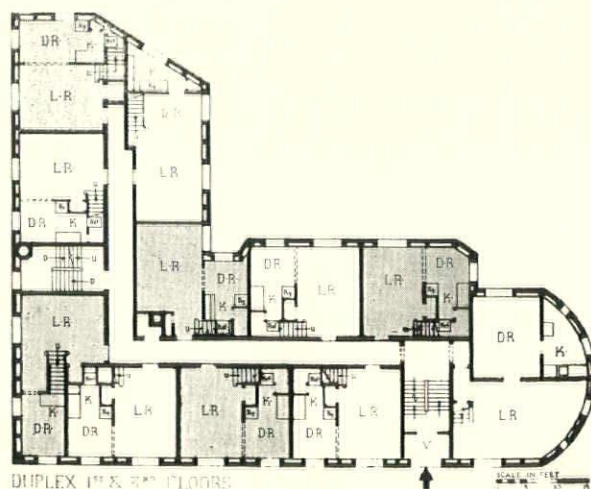
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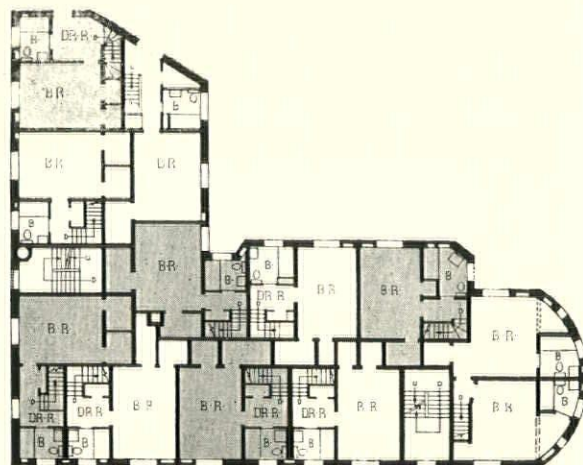
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999 WHITMORE RD., DETROIT

(Illustrated on front cover of this issue)

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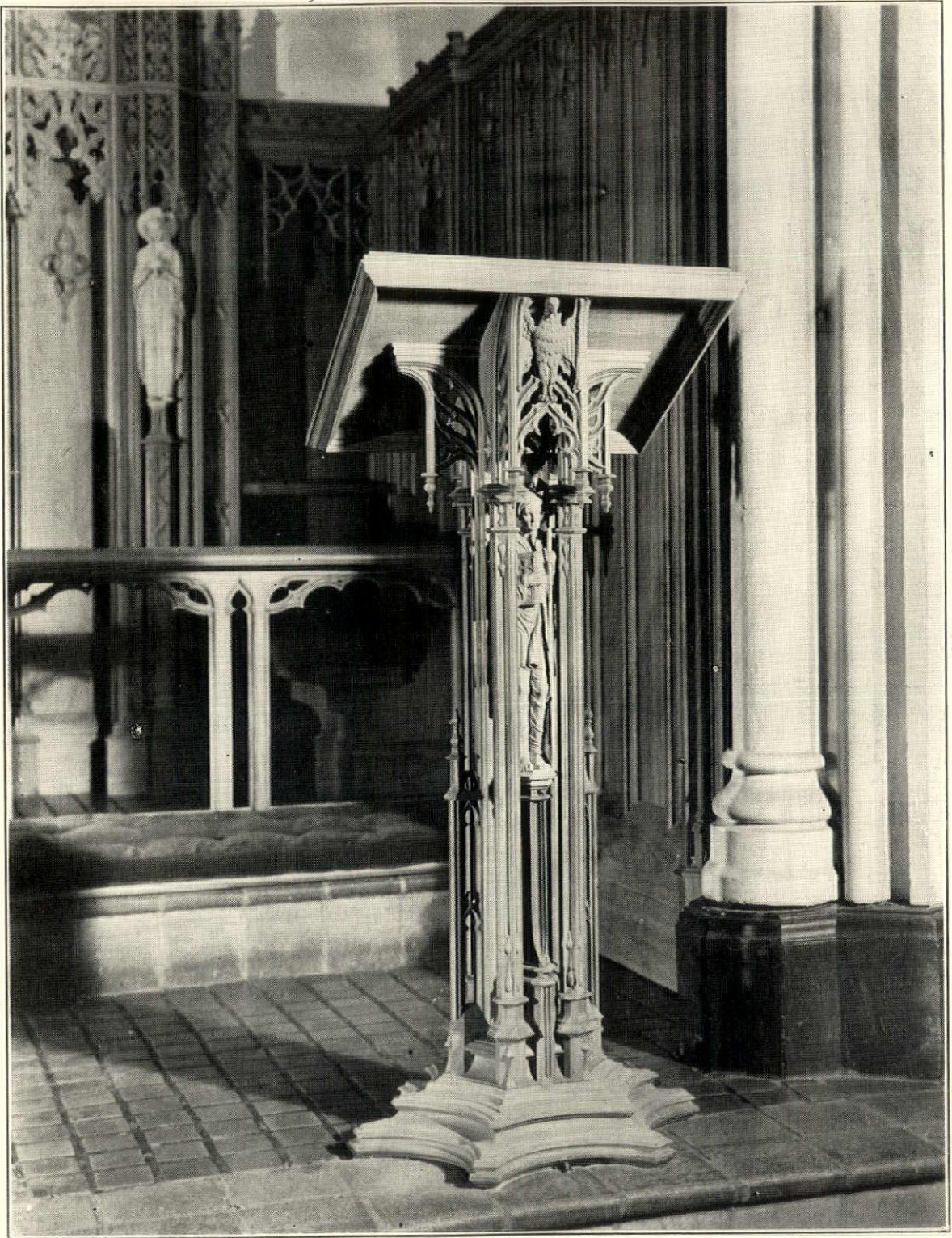
CLYDE E. TERNS,
Owner's Representative

RALPH C. VOKES,
Contractor

TALMAGE C. HUGHES,
Architect

Lest it be thought that the Editor has gone in for self-lauditory publicity, let it be explained that this is a filler. We even have a filler on the front cover—and on the back cover.

Anyway, as Pat Dennis of radio and real estate fame on the Detroit Times lives at 999 he has designated it as the Streamline Train, and Pat should know, for he is somewhat of a modernist himself. The sketch plans herewith are reproduced through the courtesy of The Architectural Forum.



LECTERN
ST JOHN'S CHAPEL
DETROIT

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WIRT C. ROWLAND, Designer
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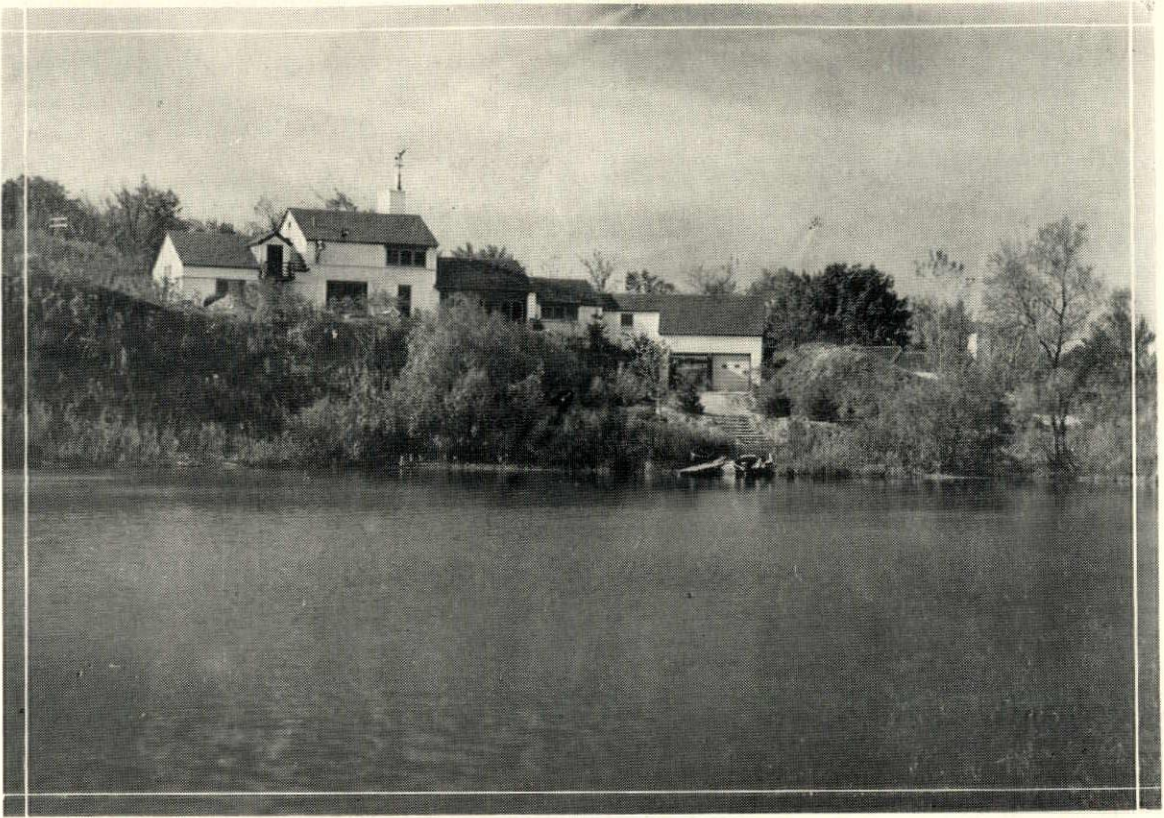
Rochester, Michigan

Designed by

Architect D. Allen Wright

IS WINTER AIR CONDITIONED BY

S U P E R F E X



RESIDENCE FOR J. HENRY PICHLER, ESQ.
ROCHESTER, MICHIGAN
D. ALLEN WRIGHT,
Architect

THE ORCHESTRA SHELL AT THE MICHIGAN STATE FAIR

(Continued from Page 11)

being used. In order to avoid what is known as "feed back" or the re-amplification of broadcast sound, the side units were placed ahead of any possible position of the microphone on the stage floor. Otherwise the microphone might have picked up the sound from the public address unit and re-broadcast it with the consequent interference. The supporting structure of the shell is a series of concentric semi-circular wood trusses with ring connectors at the joints. Steel trusses were out of the question because of lack of time and the wood trusses were assembled in the shop and delivered to the job ready to be swung into position by a hoist boom.

The actual building of the shell was as unusual as the shell itself, as the building was begun and completed in fourteen days. This feat was only possible by the way in which Bryant and Detwiler, the general contractors for the State Fair work, were able to pour carpenters, electricians, plumbers and painters into the shell until it was literally swarmed with workers. This beehive-like industry was characteristic of the work done under the direction of the architects for the rest of the Fair, it being estimated that at times they had 600 men working on the general preparations of the Fair Buildings.

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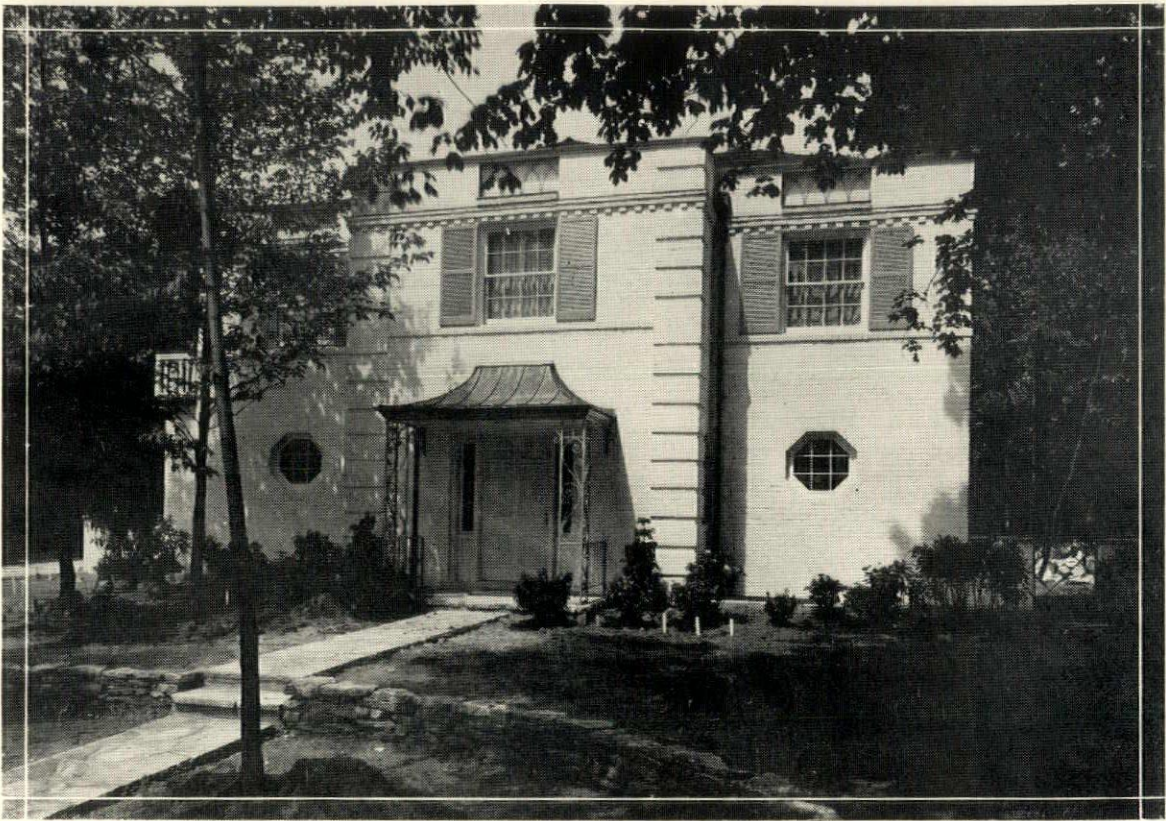
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WORK ENTERED FROM THE DETROIT AREA IN THE FIFTY SECOND ANNUAL EXHIBITION OF THE ARCHITECTURAL LEAGUE OF NEW YORK

ARCHITECTURE:

- Work of O'Dell & Rowland:
Lectern, Stevens Memorial Altar, St. John's Chapel, Detroit, Michigan.
Detail of Center, Stevens Memorial Altar, St. John's Chapel, Detroit, Michigan.
General View, Stevens Memorial Altar, St. John's Chapel, Detroit, Michigan.
- Work of Hugh T. Keyes:
Main Entrance Detail of Emory W. Clark Residence.
Entrance Front of Herbert B. Trix Residence.
Entrance Front of Emory W. Clark Residence.
Max M. Gilman Residence.
View toward dining room terrace, from garden
View of elevation, across pond.
- Work of Talmage C. Hughes:
Duplex Apartment, 999 Whitmore Rd., John B. Terns, Owner.
Water Color rendering by Frederick Crowther.
Photograph of completed building, and plans.
- Work of Harley & Ellington:
Orchestra Shell at the Michigan State Fair, 1937.
- Work of Herbert & Frances Schmitz:
Wendall K. Wheelock Residence, Grosse Pointe Farms, Michigan.
- Work of D. Allen Wright:
Residence of J. Henry Pichler Esq., Rochester, Michigan.
View from lake.
Detail from terrace.
- Work of Lyndon & Smith:
Grade School, Northville, Michigan
Two views.

LANDSCAPE ARCHITECTURE:

- Michigan State Highway Department, Lansing, Mich.
M-78 near Charlotte
Michigan State Highway Department, Lansing, Mich.
U. S. 131 near Paris
Michigan State Highway Department, Lansing, Mich.
M-78 near Charlotte
Michigan State Highway Department, Lansing, Mich.
U. S. 131 near Paris
Michigan State Highway Department, Lansing, Mich.
M-60 near Jackson
Michigan State Highway Department, Lansing, Mich.
U. S. 27 near Wolverine

PAINTING:

- Work of David Fredenthal:
Mural at Naval Armory, Sailors
Sailor's Song
Section of Mural at Naval Armory, The Night
- Work of Gustave Hildebrand:
Door, White Oak, Carved in relief.
Sailors
- Work of Allan Thomas, Jackson, Michigan:
Mural Painting in Radio Station WIBM, Jackson, Michigan.
- Work of Samuel Cashwan:
Peace

SCULPTURE:

- Work of C. W. Angell:
Music
- Work of Marshall Fredericks:
Barbour Fountain, Detroit, Michigan
General View and five details

(Continued on Page 26)

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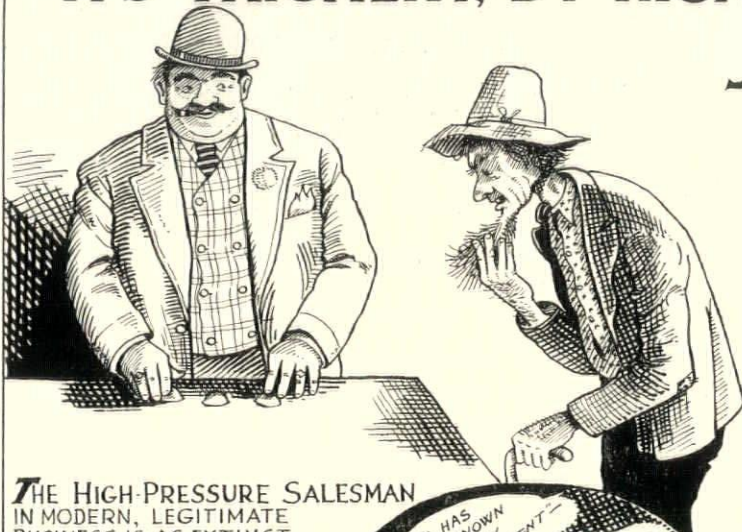
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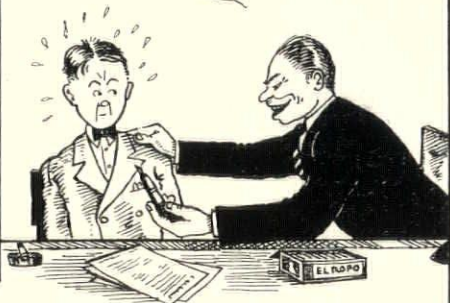
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This is another in a series of cartoons started in a recent issue of the Bulletin. The author, Mr. Thomas O'Brien, expects to establish his copyright and syndicate the feature. The Bulletin would be pleased to receive comments.

ARCHITECTS' REPORTS

AGREE, CHAS. N., 1140 Book Tower, CA. 9263. Prelim. studies, Community Center, Detroit.

Contracts let on 7 stores for Rezarf Land Co. El. Wk.—Checker El. Co., Tile & Terrazo—Wayne Marble Co., Hdwe.—Bullitt-Green Co., Lathing & Platg.—Dickman Co., Rfg.—Kalt Co.

Gen'l Con. on Industrial Ins. Bldg. let to Federal Builders Inc.

BENNETT & STRAIGHT, Schaefer Bldg., Dearborn, Or. 7750. Prep. plans, fire station, Dearborn. Revising plans, Greater Gratiot School. Ready for bids soon. W.P.A. project.

800 seat theatre, Enameled metal and face brk. front, cinder blk. interior, steam heat, vent., air cond., bids closed. Location: Mich. and 31st St.

1000 seat theatre. Loop district. Enameled metal & Vitrolite front. Cinder blk. and accoustical plaster interior. Steam heat, vent. and air cond. Bids due April 20.

1200 seat theatre, 3 shops, suburban Detroit. Enameled metal and face brk. exterior; cinder blk. & accoustical plaster interior. Steam heat, vent., and air cond. Ready for bids about April 22.

DESROSIERS, ARTHUR, 1414 Maccabees Bldg., CO. 2178. Church, Allenton, Mich., taking fig. by invitation.

Prep. plans for church, St. Nicholas Parish, Detroit.

DERRICK & GAMBER, Inc., 35 fl. Union Guard Bldg., CA 3175. Church of Christ Scientist, North Woodward, revising plans.

GIFFELS & VALLET, Inc., 1000 Marquette Bldg., Prep. plans superstructure, Gen. Con., Tool & Die Shop, Ford Motor Co.

Prep. plans factory, local manufact. Name withheld.

HERMAN & SIMONS, 710 Owen Bldg., RA. 8788. Bushnell Congregational Church, Bids closed.

S. S. Peter and Paul's School, Detroit, Bids closed.

JAMESON, LAWRENCE B., 8580 Jos. Campau. TR. 1-1230. Prep. plans:

1500 seat theatre, store, office bldg., 150x100.

1300 seat theatre, store, office bldg., 150x100.

Garage 100x200. Ready soon.

Elec. Supply Bldg., 50x30. Ready soon.

40 Rm. Hotel. Ready soon.

Mortuary. Ready soon.

Revising plans, add. to Sausage factory 60x100.

Bids closed on Charles F. Barton res.

KEYES, HUGH T., 747 Free Press Bldg., RA. 7415. Bids closed res. John Owen, Grosse Pte.

MALCOLMSON, CALDER & HAMMOND, Inc., 1217 Griswold St. CA. 9651.

Prep. wkng. drwns. add to Lincoln High School, Ferndale. Fig. taken later.

Prep. sketches, add to Baptist Children's Home, Greenfield and 13 Mi. Road.

Taking fig. for Kitchen equipment. Western State College, Kalamazoo, Mich.

MASON, GEO. D. & CO. 408 Griswold, RA. 7850

Prep. plans, Res. Robert Foster, Gr Pte. Shores. Prep. prelim. plans 6th Church of Christ Scientist, Manistique and Kerchival

SARVIS, LEWIS J., Battle Creek, taking bids, School add., School District No. 3, Bedford Township, Calhoun County, \$50,000.

Plans completed, seven bldgs., W. K. Kellogg Foun-

dation Health Camp, St. Mary's Lake, Battle Creek. Prep. plans, \$100,000 addn. to school, Gull Lake, Calhoun County.

SCHLEY, CYRIL E., 605 Lafayette Bldg., CA. 8499.

Alt. to Third Church of Christ Scientist, plans completed about Ap. 20. Lighting contract awarded Det. Mantel and Tile Co.

STACHOWIAK, STEPHEN J., 3005 Caniff Ave., TO. 87122. Prep plans. 2 story store and office bldg., Dearborn 40x70. 2 story Veterans Home Alt. and addn., Vocational School.

Prep. sketches, 50 bed hospital, contagious diseases, Administration bldg.

WETZEL, B. C. & CO., 2317 Dime Bank Bldg., CA. 4941. Prep plans Iona State Hospital, Iona, Mich.

Prep. plans for school, Chesaning, Mich.

WRIGHT, FRANK H. CH. 7414—418 Fox Bldg. Alt. to front and lobby to Uptown Theatre—Mack and Chalmers—Bids taken.

THE SHOW IS ON

(Continued from page 9)

graphs. The most noteworthy being on Sunday, March 13th when our good friend Dr. Emil Rosinger of the Detroit News, allotted considerable space with photographs extending across five columns.

It is interesting to note that this year each city of each section outside of the Metropolitan area of New York, was allotted the same amount of exhibit space at the show regardless of its population. The exhibits from the various cities in each section upon arrival in New York were assembled and grouped under one heading.

As each local architectural chairman was permitted to choose the local jury who made final selection for the league show for his locality, such cooperation upon the part of the league management will undoubtedly have its effect in making the 1938 show, as is expected by the League, one of the best exhibits in its history.

It was suggested by the New York Committee that each city hold a small exhibit of its own from which the material for the architectural League show in New York could be selected. This is an excellent idea but it was rather difficult to put into effect for the reason that material is generally late in arriving and just gets under the wire in time to be rushed to New York. However, in such a char-ette the architects get the spirit and become most enthusiastic. It is therefore planned to have a local exhibition in Detroit of the material from this district after it has been returned from New York. Some undoubtedly with medals, mentions, etc.! However, it may be that most of this work will make the grade for the Grand Opening of the World's Fair in New York in 1939, in which case it will be held over there (we hope).

To further show their cooperation, the usual \$5.00 entry fee for exhibitors has been waived this year by special ruling of the committee, except those residing in the Metropolitan area of New York.

The work in this exhibition is entirely of enlarged photographs 15" x 20", mounted on heavy backing with one-half inch black passe partout border, except that for lettering the bottom border is one inch wide. All lettering is done in New York in order to be in a uniform manner.

It is interesting to note that the photography in this material is in itself most interesting as all of it was done by the most experienced architectural photographers.

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Edited by E. J. Brunner

MASON CONTRACTORS HONOR W. H. WHITTINGHAM

Monday, April 11, the Mason Contractors Association celebrated in honor of W. H. Whittingham. It was the eve of Bills seventy-third birthday, and fairly early in his career Mr. Whittingham added to the significance of his birthday by arriving in the "homey" little city of Detroit. To be specific he unpacked his luggage in Detroit on his twenty third birthday. That was fifty years ago, and long before the number "23" had any significance. But even if the number had been significant it likely would have made no difference to Bill, because he always has been and still is one of those good mild tempered souls whose mild and unruffled manner belies, sometimes, the sterner stuff which lies beneath and which cannot be stopped by numerals, or anything else like that.

Of course, this is not a history of Bill Whittingham, but we must know that when as a lad he sailed from England to these United States, Detroit was his first stop. He chose his city. Also we must know that another lad came over with him. George Stokes was the other member of his party. They were lads together in England and came to Detroit together, and everyone in the construction industry of Detroit knows of the long association of these two men under the firm name Stokes and Whittingham, mason contractors who knew their bricks, knew their men and knew their job.

Death took George Stokes three years ago. Until George Stokes passed on, the two were inseparable partners.

Whittingham as secretary of the Mason Contractors Association at the present time takes a very active interest in promoting things which he deems will better the condition of his industry. This work is not new to him. For thirty three years he has been secretary of this association and even before that he was secretary for a time and took a keen interest in its affairs.

Only the men in that association who have been identified with it for some time really appreciate all he has done for it and for the whole construction industry.

And so last week word was passed around to the members of the Mason Contractors Association that there would be a little party for Bill at Joe Muer's come Monday evening. And they came to the party. It was a party of the "folks of Bill's organization." There weren't any "biled" shirts, and there were no prepared speeches. Everything said seemed to come from the hearts of those who said it and Bill had

his way too just as he always has had and will continue to have at meetings of the Mason Contractors' Association.

Bill said he wasn't fussed up or anything like that, but guess he was a bit. Guess he felt something welling up inside him as he heard one man after another get up and say something about him. And then a resolutional tribute presented by the General Builders' Association was read—that would get to any man, and then the Mason Contractors presented him with a fine radio and Bill said that when he listens to it, it will remind him of the Mason Contractors Association.

It will.

But Bill will go on with his work as usual. This morning as this is being written, it is Bill's birthday. Dollars to doughnuts Bill is working on something. Of course, it may not be construction at that. Bill has other interests too. Flowers—outdoors—swimming —

And oh yes — Bill never smokes or drinks—that was the only way in which he stood practically alone at the banquet in his honor.

But he does admit that he likes the smell of a good cigar, and don't believe it will do any harm to tell it here—long years ago when he was just a greenhorn at bricklaying, he was on the scaffold and his boss, William Albrecht (father of the late Albert A. Albrecht and founder of the Albert A. Albrecht Co.) came up behind him smoking a good brand Detroit cigar. Bill still insists that he has never since smelled cigars so good as those whose aromas he occasionally absorbed when William Albrecht happened around.

Well Bill — many more birthdays.

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WORK ENTERED FROM THE DETROIT AREA IN THE FIFTY SECOND ANNUAL EXHIBITION OF THE ARCHITECTURAL LEAGUE OF NEW YORK

(Continued from page 21)

Work of Leonard D. Jungwirth:
Bas-reliefs in Chancel of Christ Church Chapel,
Grosse Pointe, Michigan.
Crap Shooters
Annunciation

Work of Marta Larsson:
Fountain Figure
Triton Fountain
Work of Hillis Arnold:
Burden, two views

DECORATIVE ARTS & CRAFTS:

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No. 17

The Solution of the Architects' Problems

An address before the Annual Banquet of The Michigan Society of Architects' Twenty-Fourth Convention, Battle Creek, Michigan, March 25, 1938

By CLAIR W. DITCHY

This is a situation which may well fill me with confusion. I was assigned the task of securing a speaker for this occasion and after sincere though fruitless efforts, even with the invaluable assistance of Paul Marshall, I was reduced at the last moment to the embarrassing expedient of fulfilling the engagement myself.

In accepting this alternative, I was urged to do so not only by fellow architects, but by some of my closest and staunchest friends in the Producer's Council. They reasoned this way: The Convention is an occasion which is presumed to be the predominantly important gathering of the Society during the year. At this meeting the accomplishments of the past year should be reviewed, policies for the future amended or reaffirmed, and enthusiasm engendered against the impending struggles of the ensuing year. In this picture, they argued, there is no logical place for any speaker who is not familiar with and sympathetic towards the problems of this particular group. If for this banquet which is the culminating feature of this annual meeting it is necessary to engage a speaker who is expected merely to regale us with light entertainment and frayed platitudes, the occasion loses its character and definition and becomes another affair which may find its counterpart for most of us many times during the year without so much as leaving the confines of our home precinct. If, however, some attention may be directed toward problems which have been incessant, if weaknesses which have been permitted to persist and sources of strength which have been neglected may be brought to light and examined, it is reasonable to assume that those who have gathered here tonight may profit by the recital of these facts and have crystallized in their minds

an acceptable theory for the solution of some of our dilemmas.

One fact is certain and that is that no one individual can accomplish the reforms that will lead us to an architectural Utopia. It is only through concerted effort that any general improvement may be effected. If you are desirous of seeing the status of our profession raised, you must be prepared to co-operate actively in a general movement to bring this about.

I know of no better time to take inventory of our professional stock than at the present moment. This Society which has reached the dignified age of twenty-four years was conceived as a business organization and was originally christened The Michigan Architects' Business Association. It is therefore proper to speak of business matters at its annual meeting. It is furthermore logical to infer that twenty-four years ago there existed business prob-

(Continued on Page 3)

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WEEKLY LUNCHEONS

George Diehl, Vice-President of the Society presided at the last weekly luncheon which was very well attended. Paul Marshall and some of the other Producers were present for a lively discussion. It is intended in the future to have some good speaker and Paul has agreed to supply one for Wednesday, April 20th.

Dirk Van Reyendam comes through with some good suggestions which might be used in publicity for the profession. For instance,

Don't Be Misled!

Don't accept too literally the statement that anyone can design and supervise a residence much cheaper than an architect. If so, there is a reason which may prove more costly in the end than to employ an architect.

Before You Build Consult a Registered Architect

A complete list of registered architects will be mailed to you upon request to The Michigan Society of Architects.

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A good set of plans and specifications are as necessary for a residence—from the smallest to the largest type—as for the Empire State Building. **BEFORE YOU BUILD CONSULT A REGISTERED ARCHITECT.**

HOW WILL WE KNOW?

When a builder or contractor undertakes to build a home for an owner, how will he know the plans and specifications are lived up to? In order that the plans and specification be religiously followed, a registered architect should be employed to supervise the construction. Reliable contractors and sub-contractors encourage the presence of the architect on the job. **BEFORE YOU BUILD CONSULT A REGISTERED ARCHITECT.**

It has been suggested that these weekly luncheons be moved up-town farther in order to pass them around more equitably to the various neighborhoods. One possibility is the Famous Italian Cafe, 2224 Woodward Avenue, opposite the Fox Theatre, where on the second floor they have excellent facilities with private dining rooms for such luncheon meetings.

SECTIONAL-CONTROL WARM AIR CONDITIONING

The success of applying winter air conditioning to a house like the J. Henry Pichler residence in Rochester, Michigan, as designed by D. Allen Wright, Architect, depended on the proper consideration of many factors such as the length of the house, the elevation of ceilings, the construction limitations, the degree of insulation, exposures, ease of control, and many others, that, in the final analysis, determined the method to obtain the desired results.

According to D. J. Zabner, Engineer of the KRATZER FURNACE COMPANY who were the heating contractors on the job, a sectional system consisting of two No. 300 Superflex Oil-Burning Warm Air Conditioning Units were set up side by side in the furnace room, each controlled separately from its own thermostat, each placed ideally in its own half-zone of the house to control separately the call for heat from that zone. Naturally, there are separate and distinct warm air distributing trunks and cold air return system for each unit.

"In a broader sense, for sectional control, two or more separate and complete air conditioning systems are installed, each to serve a separate section of the home. As most commonly applied, one system conditions the air for the rooms occupied by the family; the second system cares for service quarters, garage, etc.

In larger residences like the Pichler residence in Rochester, the Sectional Control System presents distinct advantages," says Mr. Zabner. "It contributes to more economical operation and greater flexibility. Consider how much more economical it is to operate at full capacity only the burners and circulating system for the section required. A system capable of air conditioning the whole house, when called upon to care for only a section, can not operate at the efficiency of a smaller system of exactly the right capacity."

DUES ARE DUE

Just another reminder that, following the Convention, annual dues for the year 1938-39 are now payable. You will render a service to the Society by sending your check in the amount of \$3.00 to Mr. John C. Thornton, Treasurer, 2000 Second Avenue, Detroit, Michigan. This includes fifty cents per year for annual subscription to the Weekly Bulletin. Subscriptions to non-members are \$1.00 per year.

THE SOLUTION OF THE ARCHITECTS' PROBLEMS

(Continued from Page 1)

lems of sufficient magnitude to cause the best architects of that, in our commonwealth, to band together to regulate the practise of their profession. We know that some of the abuses which existed twenty years ago have been checked, some possibly abolished. We also know that new problems have arisen to take their place. But there is one element in our situation, which we enjoy, and which I do not believe the founders of our Society enjoyed, at least not to the same extent. I refer to the co-operation and appreciation from other branches of the building industry. Within the short stretch of years which I have spent as a practising architect, I have seen appear the opportunity for frank discussion between the various branches of the building industry and from this, a greater appreciation of our interdependence, and a finer regard for each other's function. It is in this disposition toward sympathetic understanding that I see our greatest strength. It would be unwise, if not outright folly, to attempt to entrench ourselves in what we consider our rightful position without regard for the others whose contributions to good building are as essential as our own.

When manufacturers are willing to advertise the value of an architect, we may be assured that the architect's place in the picture is appreciated by them, and when manufacturer does so advertise, he places not upon you or me, but upon the architectural profession, the responsibility of making good. This calls for positive co-operation.

During the last several months, there have appeared in the Weekly Bulletin of the Society a number of articles dealing with the woes of the profession and suggested cures. Signs of disintegration were viewed with alarm and the usual number of panaceas were offered as remedies. The Discussion, which I hope has not yet sub-sided, is indicative I believe of a healthy spirit. It is when there is no reaction to unsatisfactory conditions that we may entertain profound fears for the profession. Let us

(Continued on Page 4)

SMALL HOME ASSOCIATION MEET

The next meeting of the Architects' Small Home Association of Michigan will be held on Thursday, April 21st, at 4:00 at the office of J. MacDonald Jacob, located at 5737 Second Blvd., Detroit, Michigan.

ARCHITECTS' REPORTS

AGREE, CHAS. N., 1140 Book Tower, CA. 9263. Prelim. studies, Community Center, Detroit.

Alt. to Bldg.—H. H. Warren, 14th & Vernor Hy., Gen. Con.—Alex Dickman.

BENNETT & STRAIGHT, Schaefer Bldg., Dearborn, Or. 7750. Prep. plans, fire station, Dearborn. Revising plans, Greater Gratiot School. Ready for bids soon. W.P.A. project.

800 seat theatre, Enameled metal and face brk. front, cinder blk. interior, steam heat, vent., air cond., bids closed. Location: Mich. and 31st St.

1000 seat theatre. Loop district. Enameled metal & Vitrolite front. Cinder blk. and acoustical plaster interior. Steam heat, vent. and air cond. Bids closed.

1200 seat theatre, 3 shops, suburban Detroit. Enameled metal and face brk. exterior; cinder blk. & acoustical plaster interior. Steam heat, vent., and air cond. Bids being taken.

DESROSIERS, ARTHUR, 1414 Maccabees Bldg., CO. 2178. Church, Allenton, Mich., taking fig. by invitation.

Prep. plans for church, St. Nicholas Parish, Detroit. Ready about June 30.

DERRICK & GAMBER, Inc., 35 fl. Union Guard Bldg., CA 3175. Church of Christ Scientist, North Woodward, revising plans.

GIFFELS & VALLET, Inc., 1000 Marquette Bldg., Prep. plans superstructure, Gen. Con., Tool & Die Shop, Ford Motor Co.

Prep. plans factory, local manufact. Name withheld.

HERMAN & SIMONS, 710 Owen Bldg., RA. 8788. Bushnell Congregational Church, Bids closed.

S. S. Peter and Paul's School, Detroit, Bids closed.

JAMESON, LAWRENCE B., 8580 Jos. Campau. TR. 1-1230. Prep. plans:

1500 seat theatre, store, office bldg., 150x100.

1300 seat theatre, store, office bldg., 150x100.

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Elec. Supply Bldg., 50x30. Ready soon.

40 Rm. Hotel. Ready soon.

Mortuary. Ready soon.

Revising plans, add. to Sausage factory 60x100.

Bids closed on Charles F. Barton res.

KEYES, HUGH T., 747 Free Press Bldg., RA. 7415. John Owen, Grosse Pte. Taking revised bids.

MALCOLMSON, CALDER & HAMMOND, Inc., 1217 Griswold St. CA. 9651.

Prep. wkng. drwns. add to Lincoln High School, Ferndale. Fig. taken later.

Prep. sketches, add to Baptist Children's Home, Greenfield and 13 Mi. Road.

Taking fig. for Kitchen equipment. Western State College, Kalamazoo, Mich.

MASON, GEO. D. & CO. 408 Griswold, RA. 7850

Prep. plans, Res. Robert Foster, Gr Pte. Shores. Prep. prelim. plans 6th Church of Christ Scientist, Manistique and Kerchival

SARVIS, LEWIS J., Battle Creek, taking bids, School add., School District No. 3, Bedford Township, Calhoun County, \$50,000.

Plans completed, seven bldgs., W. K. Kellogg Foundation Health Camp, St. Mary's Lake, Battle Creek.

Prep. plans, \$100,000 addn. to school, Gull Lake, Calhoun County.

SCHLEY, CYRIL E., 605 Lafayette Bldg., CA. 8499.

Alt. to Third Church of Christ Scientist. Taking figures.

STACHOWIAK, STEPHEN J., 3005 Caniff Ave., TO. 87122. Prep plans. 2 story store and office bldg., Dearborn 40x70. 2 story Veterans Home Alt. and addn., Vocational School.

Prep. sketches, 50 bed hospital, contagious diseases, Administration bldg.

WETZEL, B. C. & CO., 2317 Dime Bank Bldg., CA. 4941. Prep plans Iona State Hospital, Iona, Mich.

Prep. plans for school, Chesaning, Mich.

WRIGHT, FRANK H. CH. 7414—418 Fox Bldg. Alt. to front and lobby to Uptown Theatre—Mack and Chalmers—Bids taken.

THE SOLUTION OF THE ARCHITECTS' PROBLEMS

(Continued from Page 3)

review some of the conditions which are particularly mentioned;

1. Federal, State and Municipal operation of architectural bureaus or offices.
2. Large corporations which maintain architectural departments to perform their own and affiliated companies' architectural work.
3. Building companies that specialize in industrial and commercial work and who offer a "complete package."
4. Contractors who, wishing to avoid the hazards of competing for a job through the established method of bidding, "sell" themselves direct to the Owner and then hire the architect.
5. Manufacturers who as a means of selling their products offer "free" architectural services.
6. Real estate companies who employ architects as a part of their organization.
7. Speculative builders who eliminate the architect entirely, except for the necessary plans to get the building permit and sometimes the sketch with which to sell the Owner.
8. Building committees who are entirely ignorant of the correct procedure of engaging an architect.

Conditions other than these have also been mentioned but these are the most important ones.

There is one categorical answer which may be made to all of these complaints and that is that the architect is himself to blame. Certainly in the matter of Federal work there has been no malicious intent to deprive the profession of needed work. The Architectural Bureau of the Treasury was established as a more efficient or expedient way of securing architectural services for the Government. Much can be said for and against the present policy but the fact remains that if there was a well organized, efficient profession capable in the majority of instances of performing excellent architectural services, the Federal Government would be inclined to give its architectural commissions to private practitioners. Please do not misunderstand me. I hold no brief for architectural bureaucracy, but I do maintain that our negligence as a profession in seeing to it that private architectural services were always acceptable has led to the Government's preference for its present method.

In the case of large corporations, the same situation exists, and here because of their private nature our only means of persuasion would be to offer a more acceptable service.

In the matter of building companies who offer a complete package, contractors who will bid in your office one day and assume many of the functions of an architect the next, real estate companies who subordinate the architect by employing him as a subsidiary in their service, and speculative builders who offer architectural services as a part of their service, these evils will continue to exist as long as we countenance them, and the only way in which they can be suppressed is by an aggressive policy prosecuted by an all-inclusive organization.

Now let us look at the other side of the slate. What do the majority of the building industry think of us? Can we profit by considering the attitude which our building associates maintain toward us? In their efforts to carry on their business, do they find that we are always helpful? I fear there are many occasions when we leave something to be desired, but in many of these instances it is because

(Continued on Page 5)

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Edited by E. J. Brunner

COOPERATION WILL BE KEYNOTE

On Monday, May 2, there will be joint dinner meeting of the Boards of Directors of the Builders' and Traders' Exchange; Detroit Chapter of the American Institute of Architects; General Builders' Association; Michigan Society of Architects; and Producers Council Club of Michigan in the English Room of the Detroit Leland Hotel.

The subject for discussion will be cooperation of associations in solving the problems of the industry. Members of any of the above associations specifically interested in the topic will be welcome to the meeting but reservations should be made in advance through the association you belong to.

ESTIMATING STUDENTS BANQUET

On Friday, April 29, there will be a dinner meeting for the present and past students of the Estimating Class operated by the Builders' and Traders' Exchange at the Old Madrid Cafe in the Lafayette Building. Event begins at 6:30. Speakers will include E. M. Kaake instructor of the school; Bert Haberkorn, president of the Builders' and Traders' Exchange; Leo Rowley and Edwin Krieghoff members of the committee which organized the school and E. J. Brunner secretary of the Exchange will act as pilot for the speakers.

EXCHANGE LEAGUE BOWLING BANQUET

On Wednesday, April 27 there will be a dinner meeting of the Bowlers' League of the Builders' and Traders' Exchange in the Shelby Room of the Fort Shelby Hotel. Bowlers and their guests and the Board of Directors of the Builders' and Traders' Exchange will have a good time and not much speech making.

THE SOLUTION OF THE ARCHITECTS' PROBLEMS

(Continued from Page 4)

a definite policy has not been set by the profession and the individual practitioners drift along to a result. Let me cite some specific examples.

Let us take the matter of store fronts. When the goose hangs high, the architect is not interested. He can't make enough out of store fronts. When he needs work, they suddenly interest him. Now let us take the position of the manufacturer who surveys the field of store fronts. He gears up his factories to produce so much material to supply a market which he sets out to serve. He knows the market is there. He is positive about his production program and he must be positive about his consumer program. He must dispose of his goods. Accordingly his salesmen are sent out to produce results. He

will work with the architect if it pays him to do so, but if it doesn't, he will work around him? Business is positive; it cannot be capricious or trust to whim. What is the answer? If the architect doesn't choose to sell himself, can he complain because the manufacturer follows a different policy? If a company is interested in selling its products, it won't let the architect stand in its way.

The delightful thing about it is that the manufacturer is willing, more than willing to co-operate with the architect. Although the architect only designs and supervises about 8% of all buildings, he controls the purchase of over 60% of building materials. The architect should so organize and co-operate with other groups that no manufacturer or contractor would dare to say him nay.

The manufacturer is not interested in sustaining the ethics of the architectural profession nor is he interested in tearing them down. He is interested in producing a good product and in co-operating with those through whose hands it must pass on its way to its destined use. He realizes that if there is an architect in the game, quality will have its inning, and he is therefore interested in seeing the architect.

The Contractor doesn't want to bother with the preparation of plans, or with conferences with owners. But he does want to get his share of business, to do the jobs honestly, efficiently and well, and make a decent living out of it.

My observations have led me to the firm conviction that every responsible element of the building industry recognizes that the services of an architect are indispensable if the best buildings are to be produced. I have found that they are willing to assist the architect in assuming the position for which his training and capacities have logically fitted him. But they are not prepared to fight his battles for him without a show of some effort on the part of the architect himself. In every undertaking where several interests are involved, there must be a head or leader. It is universally conceded that the architect because of his detached professional position is preeminently qualified to lead the building industry. What hinders him then from conclusively filling this role?

"The fault, dear Brutus, lies in not our stars,

But in ourselves — that we are underlings."

The architect must run the building industry or the building industry will run him.

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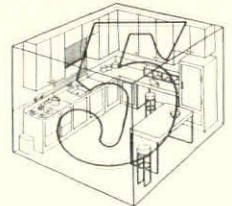
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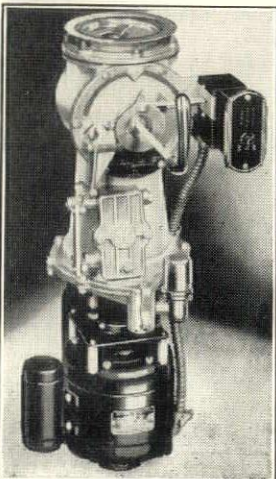
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